

# GREATER SAINT JOHN'S VitalSigns® 2011

Our Region's 6th Annual Check-up



- ✓ **Ten** key indicators
- ✓ **Six** years of trends from hundreds of data sets
- ✓ **One** snapshot of our community

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## Methodology

Select data from the most recent credible and reliable public information sources were utilized, including: Statistics Canada, Canada Mortgage and Housing Corporation, Elections Canada, and local data sets.

When possible, the most recent data for Greater Saint John is presented along with the provincial and national averages. Benchmarks are also used to compare the current Greater Saint John data with that from the previous year as well as 10 years prior (if not possible, the earliest year for which data is available is used as a longitudinal benchmark).

Charts have been provided for areas that all Vital Signs communities have agreed to report on this year.

## Community Engagement

The community is being engaged in a new way this year. Following the report's release, the Foundation is asking residents to log on to our website or visit our Facebook and Twitter accounts to share feedback on the report.

## Greater Saint John Community Foundation

The Greater Saint John Community Foundation was established thirty-five years ago 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, 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.

**Mission:** To serve as a trustee of gifts, support charitable organizations and inspire community leadership.

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

## Financial Highlights

(fiscal year ending Oct 31, 2010)

	2008-9(audited)	2009-10 (audited)
Assets	7,982,438	8,671,816
Donations to Foundation	215,268	171,244*
Expenditures (includes grants)	314,788	372,325
Grants Awarded to local charities	175,766	233,300
Administrative Expenses as % of endowment	1.73%	1.59%
Grant Disbursement as % of endowment**	3.5%	3.5%
Total Number of Funds	45	51
Fund Balance (at year end)	7,939,093	8,572,542

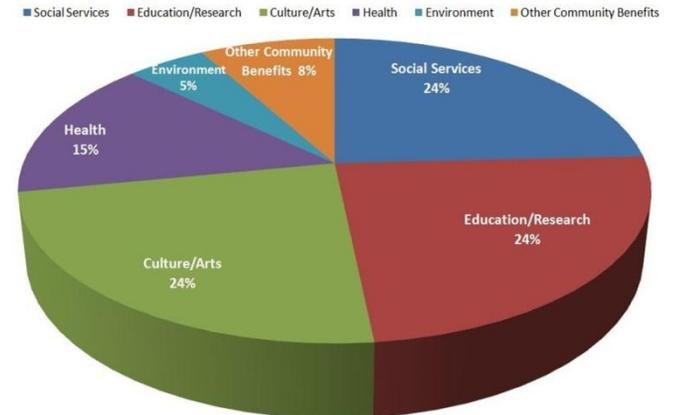
Cumulative Grants Awarded 1976-2010: \$5.2 Million

*Wilshaw & Associates have been appointed auditors for the 2010-11 year. Audited financial statements available online ([www.saint-john-foundation.nb.ca](http://www.saint-john-foundation.nb.ca)) or at the Foundation office*

\* Ovation proceeds to be reported in 2010-11 fiscal year

\*\* As per Canada Revenue Agency requirements

### The Greater Saint John Community Foundation Grants to Charities - 2009-10 Fiscal Year



### 2011 Board of Directors

- |                                     |                              |
|-------------------------------------|------------------------------|
| Stephen A. Willis, M.D. Chair       | R. Gary Faloon, Q.C.         |
| Doug MacDonald, CA, Vice-Chair      | Danny Jardine, B.Sc., M.Sc   |
| Sara T. Mudge, P.Eng., Secretary    | Robert Keays                 |
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Patron: Graydon Nicholas, Lieutenant Governor of New Brunswick  
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# Highlights

## GREATER SAINT JOHN'S VitalSigns® 2011 Our Region's 6th Annual Check-up

This year's report relies on the best and most current data available. It is a snapshot in time. But times change. We have added a "trends" section, which is meant to show how our region is faring over the short and medium term. For 2011 we noted the following:

Population in the Saint John CMA (Census Metropolitan Area) inched upwards to nearly 128,000. The rate of increase over the previous year was half the national increase, but twice the provincial rate. The percentage of seniors in the region's population increased. Those over 65 now account for 15.1% of the population, just slightly above the percentage of the population under 15 (16.0%). The aging population has impacts throughout the CMA. Enrolment of English students in school districts 6 and 8 continued to fall in 2011.

The performance of the local economy, relatively, is positive. The region enjoyed a higher seasonally adjusted employment level than the province. Between June 2010 and June 2011 the rate increased 1.1% in the CMA while falling 1.7% throughout the province. The CMA's unemployment rate in the first half of 2011 remained lower than the rate in the last half of 2010. The average Census family income in the CMA exceeded both the provincial and national rate.

While median hourly earnings (in 2002 dollars) in the CMA in 2010 were lower than the national figure, they were more than a dollar an hour higher than the provincial rate: \$15.48 compared to \$14.29. Average household spending on arts and culture fell from \$1,000 in 2008 to \$961 in 2009. A smaller proportion of tax filers declared charitable donations in 2009; the median charitable donation of those that did give, however, increased.

In 2009, the overall poverty rate in the CMA—using the pre-tax Low Income Measure—was 20.6%, down 1.3% from the year before. (CMA data continues to dilute the higher rates of poverty

found in the City of Saint John.) Poverty rates for seniors (65+) in the region were down. There was a similar small drop in child poverty to 23.6%.

Housing remains affordable in the region. Despite increasing steadily since 2000, the housing affordability index—as measured by the ratio of the average residential price to median family income—was almost half the national rate and lower than the provincial rate.

While violent crime rates fell in 2010, the rate remained higher than the provincial or national rate. Similarly, the region's score on the Crime Severity Index exceeded the provincial and national rate. The rate of property crime rose slightly between 2009 and 2010.

Smoking rates in 2010 were higher in Health Region 2 (which includes the CMA) than both the provincial or national rates. Increases were also found in obesity rates in the region. In 2010 the regional rate was 6.1 percentage points higher than the national rate. Teens gave birth to 8.1% of the births in the region in 2010/11, up from 7.7% in 2009/10.

Composting is popular among residents of the region. The proportion of households that composted kitchen waste, for example, exceeded the provincial and national rates by more than 25 percentage points.

COMEX ridership climbed, albeit slowly, to 137,092 in 2010.

A higher percentage of eligible voters in the CMA cast their ballot in the federal election of 2011 than in the contest of 2008. Nonetheless, the turnout rate was lower than the provincial or national rate.

In 2010 the City concluded Saint John 225, a yearlong cultural celebration marking its 225th anniversary of incorporation. More than 20 events used more than 1,500 volunteers in marking the occasion. In 2010 44% of people 15 and over attended a popular music concert; 17% attended

## Greater Saint John's Vital Signs Message from the Chairman and E.D.

As a public foundation whose mission is to improve our local quality of life, we are proud to be part of Community Foundations of Canada's national initiative Vital Signs. Since 2006, we have been using ten indicators, to annually "take the pulse" or a "snapshot" of Greater Saint John, measuring it and evaluating our progress, leaving it to our readers to interpret selected data. We can celebrate our successes and face the issues that demand our collective efforts. It also helps guide our annual granting as we provide financial support to many sectors of the charitable community.

We are pleased to have been able to engage the Saint John Human Development Council each year to help research and prepare these annual reports. This year, we are reporting on trends we are observing over the last six reports. The data, from many reliable public sources, including Statistics Canada census information, is critical to this report.

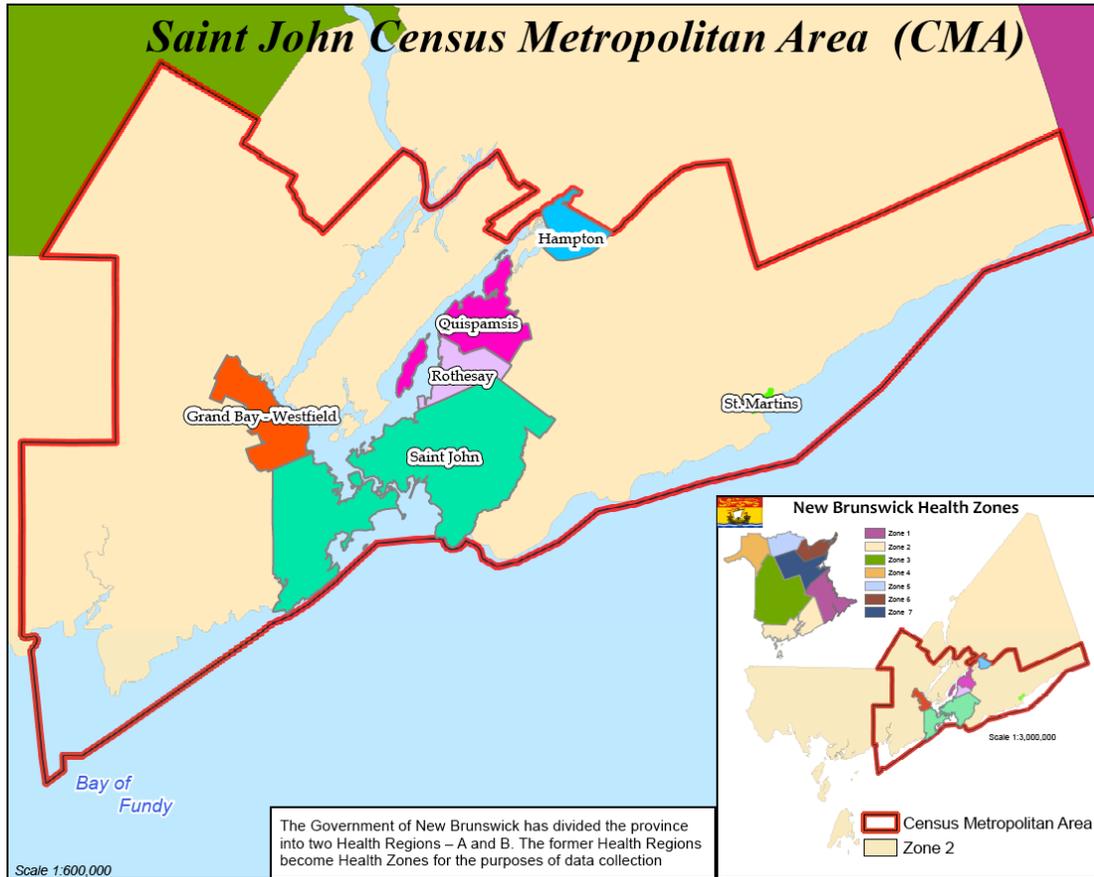
We thank Community Foundations of Canada for their ongoing support. Through their vision, across Canada, 22 other communities are launching their own versions of Vital Signs simultaneously. The Vital Signs® trademark is used with permission from the Toronto Community Foundation, whose original concept encouraged this national initiative.

The Greater Saint John Community Foundation funds and offers this valuable tool for all sectors of our community, public, business and private, as a community service. No other local organization produces such a report. Please give us your comments on its merits and how it might change or be improved as we work together for Greater Saint John.



**Stephen A. Willis, M.D., Chairman**    **Jane Barry, Executive Director**

# Population & Demographics

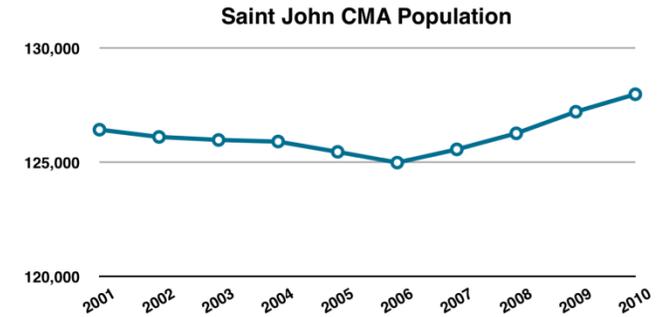


## 2006 Population

NB Health Zone 2 (2005)	176,716
Saint John CMA	122,389
City of Saint John	68,043
Quispamsis	15,239
Rothesay	11,637
Grand Bay-Westfield	4,981
Hampton	4,004
St. Martins	386

The Saint John Census Metropolitan Area (CMA) includes: 1) the parishes of Greenwich, Hampton, Kingston, Lepreau, Musquash, Petersville, Rothesay, Saint Martins, Simonds, Upham, and Westfield; 2) the towns of Grand Bay-Westfield, Hampton, Quispamsis, and Rothesay; 3) the village of St. Martins; and 4) the City of Saint John.

These are the most current figures as provided by the 2006 Census. Population statistics for the 2011 Census will be released in 2012.



The population of the Saint John CMA has been fluctuating over the past decade. According to the most recent estimates, it was at its highest point for the period in 2010 (**127,973**) and was at its lowest in 2006 (124,980). Between 2009 and 2010 the percent population change was **+0.60** in the Saint John CMA, compared to the provincial average (+0.32) and the national rate (+1.15). (Statistics Canada)



On July 1, 2010, the proportion of youth under 15 years of age in the Saint John CMA was **16.0%**, up from 14.8% on July 1, 2009 and down from 17.3% on the same date in 2001. The 2010 figure was lower than the provincial average (16.3%) as well as the national rate (17.7%). (Statistics Canada)

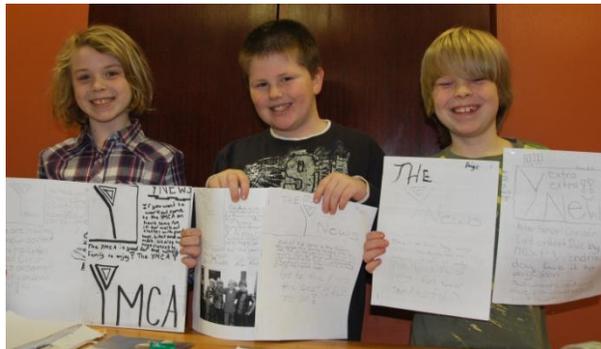
The proportion of adults 65 years and over in the Saint John CMA on July 1, 2010 was **15.1%**, up from 14.9% on July 1, 2009 and 13.5% on the same date in 2001. The 2010 figure was lower than the provincial average (15.8%) and higher than the national rate (14.1%). (Statistics Canada)

In 2009, the median money income of census families (in current dollars) in the Saint John CMA was **\$68,520**, up from \$66,440 in 2008 and \$47,800 in 2000. The 2009 figure was higher than the provincial average (\$60,670) and the national level (\$68,410). (Statistics Canada)



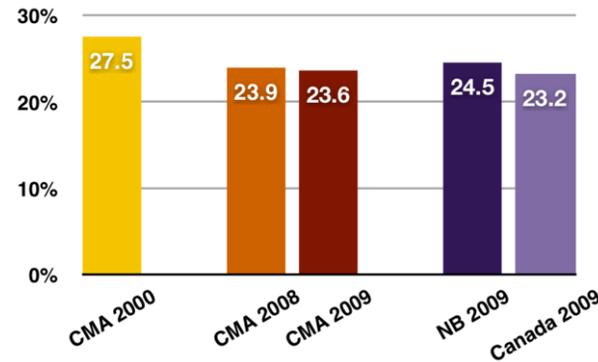
# I – Gap Between Rich and Poor

The parents of Gregory J. Bangay (left) have established a fund in memory of their son, who had a strong sense of social justice and felt deeply for those marginalized by poverty or circumstance. His promising life was cut tragically short by an accident. They have selected First Steps—a residence for pregnant and parenting teens, which offers the opportunity to complete high school—as the charity and educational institution from which a graduate will be selected for the annual award.



## Child poverty

In 2009, the child poverty rate in Saint John (CMA)—based on the pre-tax Low Income Measure (LIM), an indicator of relative poverty—was **23.6%**, down from 23.9% in 2008 and 27.5% in 2000. The 2009 figure was lower than the provincial average (24.5%) and higher than the national rate (23.2%). (Statistics Canada)



## Overall poverty

In 2009, the overall poverty rate in Saint John (CMA), based on pre-tax LIM, was **20.6%**, down from 21.9% in 2008 and 23.3% in 2000. The 2009 figure was lower than the provincial average (22.2%) as well as the national rate (21.5%). (Statistics Canada)

## Elderly poverty

In 2009, the elderly poverty rate (for persons 65 years and over) in Saint John (CMA), based on pre-tax LIM, was **11.8%**, down from 13.9% in 2008 and 12.8% in 2000. The 2009 figure was lower than the provincial average (16.0%) as well as the national rate (12.9%). (Statistics Canada)

## Fast Fact: Poverty reduction targets

Of the targets set by the Greater Saint John Poverty Reduction Strategy for 2011, in priority neighbourhoods such as Crescent Valley (pictured at left), three were achieved by mid-year: 1) 419 individuals have participated in transition to work programs and events (goal 300); 2) 59 youth have been trained as leaders (goal 50); and 3) 161 priority neighbourhood youth have been actively engaged (goal 150). (Vibrant Communities Saint John).



## How the Foundation is helping...

Pictured at left are Paige Brown, Mark Myler, and Byron DeWolfe—grade 5 students at Champlain Heights and Prince Charles Schools—who attend the YMCA's After School Program and have created a Y Newspaper which contributes 100% of donations to help support the YMCA's Strong Kids program. The Y received a Community Foundation grant to support low income children to attend the summer camps as well as two "new to you" computers so their production can be stepped up a notch.

## How you can help...

Volunteer with PALS or Big Brothers Big Sisters.

# II – Safety

The Greater Saint John Community Foundation’s Constable Royce Isenor Memorial Scholarship Fund—established after the Saint John Police Force organized a national gathering of Canadian Police Chiefs generating surplus funds—made its first award to Celina Stubbs, a UNBSJ nursing student. Pictured at right are John Travis (Foundation board member), Police Chief Bill Reid, Celina Stubbs, Curtis Isenor (Constable Isenor’s son), and Dr. Stephen Willis (Foundation Chair).



## Violent crime

In 2010, the violent crime rate in Saint John (CMA) was **1,997 per 100,000 persons** (representing 2,061 violent crimes), down from 2,089 in 2009 and up from 1,762 in 2000. The 2010 figure was higher than the provincial average (1,511) as well as the national rate (1,282). *(Statistics Canada)*

## Property crime

In 2010, the property crime rate in Saint John (CMA) was **4,483 per 100,000 persons** (representing 4,626 property crimes), up from 4,391 in 2009 and 4,018 in 2000. The 2010 figure was higher than the provincial average (3,284) as well as the national rate (3,846). *(Statistics Canada)*

## Crime severity

In 2010, the Overall Crime Severity Index in Saint John (CMA) was **91.93**, down from 95.86 in 2009 and up from 82.71 in 2000. The 2010 figure was higher than the provincial average (68.97) as well as the national rate (82.71). *(Statistics Canada)*

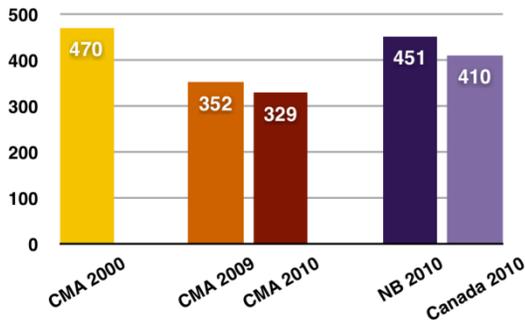
## Fast Fact: Saint John crime reduction business model

The City is in year three of a very successful Intelligence-Led Policing (ILP) business model that enables the Saint John Police Force to make repeated double-digit, sustainable gains in crime reduction for targeted crimes. The Police Force analyzes criminal behaviour to understand the root causes, and devises crime reduction strategies accordingly. From the public’s perspective, crime reduction is preferable to enforcement—the outcome of crime reduction is fewer victims. The Saint John Police Force received the 2010 NB Department of Public Safety Excellence in Organizational Innovation Police Leadership Award for their Intelligence-Led Policing business model. *(Saint John Police Force)*



## Criminal code traffic offenses

In 2010, the traffic crime rate in Saint John (CMA) was **329 per 100,000 persons** (representing 340 traffic violations), down from 352 in 2009 and 470 in 2000. The 2010 figure was lower than the provincial average (451) as well as the national rate (410). *(Statistics Canada)*



## Fast Fact: Community engaged in monitoring crime

Saint John is the first Canadian city to have a presence on CrimeMapping.Com, the online crime mapping tool that engages the community in monitoring crime, and partnering in the identification of timely solutions to current crime problems. CrimeMapping.com is extremely user-friendly; no training is required. Simply go to: [www.crimemapping.com/map/nb/saintjohn](http://www.crimemapping.com/map/nb/saintjohn). *(Saint John Police Force)*



## How you can help...

Get involved in a community group like ONE Change in Saint John’s North End or get to know your local police force at a community BBQ like the one hosted by the Rothesay Regional Police Force.

## How the Foundation is helping...

Foundation funding for the Elizabeth Fry Society helps support women in conflict with the law who are often victimized, marginalized or criminalized. They offer an Outreach & Volunteer Mentorship Program in institutions and the community.





# III – Health

The Greater Saint John Teen Pregnancy Committee, chaired by Penny Higdon, Saint John public health nurse, received the Community Foundation’s \$30,000 Anniversary Grant (from Dr. Stephen Willis, photo at left) to address the high rates of teen pregnancy in the City of Saint John. The funds will be used to develop: a social marketing campaign created by local youth for youth, peer driven sexual education in the schools and various Community Centres, and support for young families.

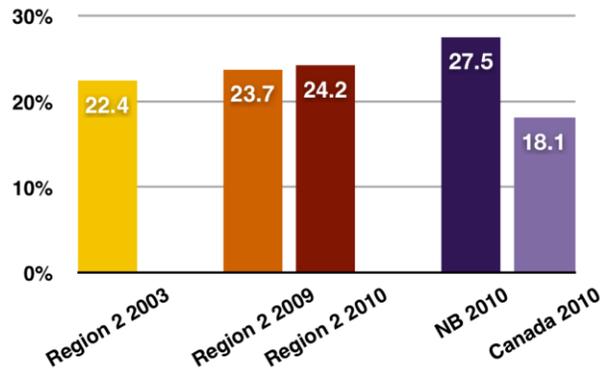


The Community Health Centre offers exercise classes for seniors at the HOPE Centre in Loch Lomond



## Obesity

In 2010, the obesity rate for those 18 years and over in New Brunswick Health Region 2 (which includes the Saint John CMA) was **24.2%**, up from 23.7% in 2009 and 22.4% in 2003. The 2010 figure was lower than the provincial average (27.5%) and higher than the national rate (18.1%). (Statistics Canada)



## Smoking

In 2010, the proportion of the population 12 years and over identifying as current smokers in Health Region 2 (which includes the Saint John CMA) was **22.6%**, up from 22.3% in 2009 and down from 22.9% in 2003. The 2010 figure was higher than the provincial average (22.5%) as well as the national rate (20.8%). (Statistics Canada)

## Regular medical doctor

In 2010, the proportion of the population 12 years and over in Health Region 2 (which includes the Saint John CMA) without a regular medical doctor was **8.8%**, up from 8.1% in 2009 and down from 9.6% in 2003. The 2010 figure was higher than the provincial average (7.6%) and lower than the national rate (15.2%). (Statistics Canada)

## Fast Fact: Births to teens

In 2010/11, the percentage of births to teens in Health Region 2 (which includes the Saint John CMA) was **8.1%** (representing 141 births), up from 7.7% in both 2009/10 and 2001/02. A third of these young mothers were under 18 years of age. (Horizon Health Network)



## How the Foundation is helping...

The Town of Quispamsis received Foundation support for free swimming and skating programs at the Q-Plex (photo at left), a new recreation, health, and wellness facility, built to high environmental standards. It includes indoor track, pool, ice surface, playground, conference centre, childcare and dog park to serve the KV area and support healthy active living.

## How you can help...

Visit [HealthCanada.gc.ca](http://HealthCanada.gc.ca) for links to Canada's Food Guide for information on healthy eating habits, as well as the Canadian Healthy Living Strategy, under "Healthy Living."

# IV – Learning

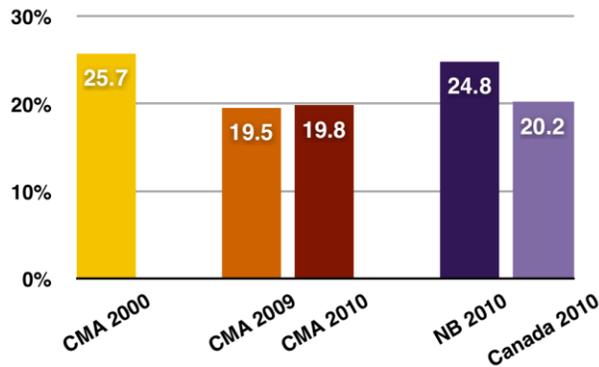
KV High School students interested in pursuing a career in the performing or creative arts celebrated the establishment of the Community Foundation’s Suzanne Doyle-Yerxa Awards Fund, thanks to the efforts of Jeff McAloon, Mark Bishop, Chris Leveille (missing from photo), and Brad Stanley, pictured at right with Suzanne Doyle-Yerxa. They have benefitted as students of this committed teacher and her involvement in the arts as enrichment activities. Two annual awards are being made to KVHS graduates.

## Post-secondary education

In 2010, the proportion of the population 15 years and over that had completed a university degree or a post-secondary certificate or diploma in Saint John (CMA) was **46.3%**, down from 48.0% in 2009 and up from 43.2% in 2000. The 2010 figure was lower than the provincial average (46.6%) as well as the national rate (51.8%). *(Statistics Canada)*

## High school non-completion

In 2010, the proportion of the population 15 years and over who had not completed high school in Saint John (CMA) was **19.8%**, up from 19.5% in 2009 and down from 25.7% in 2000. The 2010 figure was lower than the provincial average (24.8%) as well as the national rate (20.2%). *(Statistics Canada)*



## Fast Fact: Enrolment and pupil/educator ratio

Continuing a multi-year trend, enrolment was down from September 2009 to September 2010 in School District 6 (Rothesay) and District 8 (Saint John), whereas it increased in District 1 (Dieppe), which takes in Saint John’s francophone school Centre scolaire Samuel-de-Champlain. The pupil/educator ratio was also on a downward trend from 2009 to 2010 in District 6 (14.4), District 8 (13.7), and the province (13.3), whereas it remained steady in District 1 (14.4). *(Government of New Brunswick)*

## Fast Fact: Saint John Learning Exchange

The Saint John Learning Exchange is an adult education organization that focuses on literacy upgrading, GED preparation, and workforce essential skills training. They serve over 400 learners each year with their day and evening classes. They provide unique training opportunities with the ultimate goal of assisting learners in securing sustainable employment. *(Saint John Learning Exchange)*



Divine Mercy Catholic School serves 80 children of all faiths up to grade 8



## How you can help... How the Foundation is helping...

Encourage employers to access the various co-op programs at all learning levels.

The Big Rothesay Read (photo at right) is a community and high school literacy project for shared reading experiences involving youth from Rothesay High School and adults. Over 2,000 students and community members read a book for the community-wide “Read” and hosted a visit by the author, who addressed the student body and community. The Greater Saint John Community Foundation contributed funds to help purchase books for the 2011 Big Rothesay Read, encouraging a life-long love of reading, nurturing an educated and literate community, and improving quality of life, interpersonal conversations and connections.





# V – Housing & Transportation

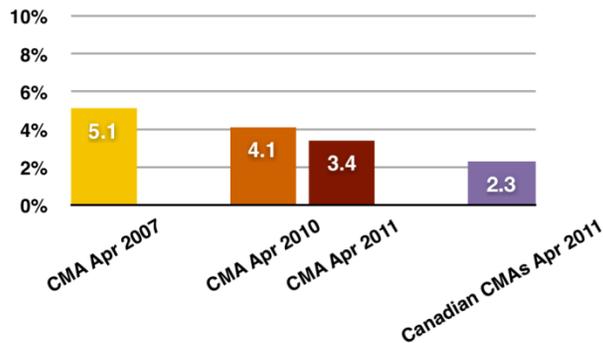
The Church of Saint Andrew and Saint David is constructing a 96-unit housing complex, the Abbey (photo at left), at the corner of Duke and Charlotte, opening in the fall of 2011. It will offer mixed income, family size housing (1, 2 and 3 bedroom apartments) and street-level town-house units. Through NB Housing, 55 apartments will be available at a rent geared to income, with the remaining 41 units offered at market rents.

## Housing prices as a proportion of median family income

In 2009, the ratio of the average residential price to the median pre-tax income for a census family in Saint John (CMA) was **2.50**, up from 2.38 in 2008 and 1.96 in 2000. The 2009 figure was lower than the provincial average (2.55) as well as the national rate (4.68). (*Canada Mortgage and Housing Corporation*)

## Rental vacancy

In April of 2011, the rental vacancy rate of two-bedroom apartments and row houses in Saint John (CMA) was **3.4%**, down from 4.1% in April 2010 and 5.1% in April 2007. The 2011 figure was higher than the average rate for all Canadian CMAs (2.3%). (*Canada Mortgage and Housing Corporation*)



## Transportation spending

In 2009, the total municipal spending on transportation in Saint John (City) was \$26,781,492, or **\$834.56**, per household, up from \$783.05 in 2008. (*Local Government Performance Index*)

## Fast Fact: COMEX ridership

Saint John Transit operates the COMEX express bus service, Monday to Friday, between Uptown Saint John and Grand Bay-Westfield, Rothesay, Quispamsis, and Hampton. In 2010, the overall COMEX ridership by trip was **137,092** up from 137,020 in 2009, 115,336 in 2008, and 84,604 in 2007 (year one of operation). Park and ride lots serve both transit users and ride sharers. Saint John Transit recently implemented a GPS system known as Next Bus ([www.nextbus.com](http://www.nextbus.com)) and offers a 100% Wi-Fi equipped fleet. (*Saint John Transit*)

## Fast Fact: Out of the Cold Shelter

Leaders from Saint John churches agreed there was a need for more shelter spaces for Saint John's homeless. The Grace Presbyterian Church on Coburg Street opened its doors January 1, 2011 for the winter's coldest nights, but it quickly became apparent shelter was required most winter nights. Volunteers from various churches gave of their time to ensure that people in our city, regardless of condition, were offered respite from winter weather. Volunteer, Lois Merritt of Fresh Start, provided case planning that helped most of the men transition out of homelessness. More volunteers are required for the upcoming winter. Contact Jillian Driscoll at 672-4952.



## How the Foundation is helping...

ONE LIFE (Living Independently For Education) offers housing, counselling, mentoring, support services, and life skills for homeless, at risk youth (ages 16 to 24) in partnership with TRC, Tannery Ct., Community Health Centre, and Housing Alternatives. It received funding from the Community Foundation in 2011.

## How you can help...

Use alternative bike lanes while Harbour Passage is closed due to construction.

# VI – Getting Started

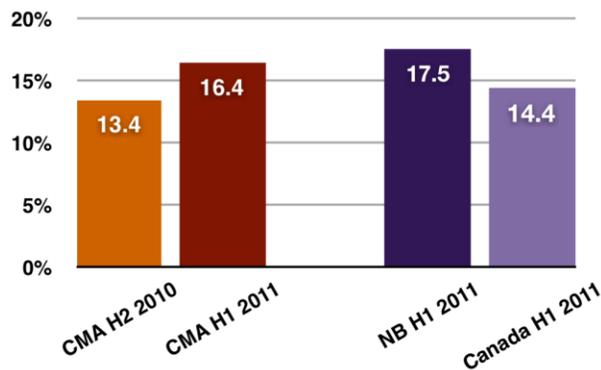
This year, the Saint John Multicultural and Newcomers Resource Centre welcomed over 200 newcomers. It offers English conversational classes in the Kennebecasis Valley and at the City Market. A weekly *Lunch en Français* and French-language training is offered to French speakers of all levels. St. Malachy's students are supporting a youth homework club. The Asian Heritage Month Gala (May) and Hola/Culturefest (August) brought together many newcomers and local residents to celebrate Saint John's ever-growing cultural diversity.

## Net migration

In 2008, 3,654 people migrated into Saint John (CMA) while 3,133 migrated out of the region. This represents a net gain of 521 people due to migration (whether intraprovincial, interprovincial, or international) or an increase of 0.43% in the population. (*Statistics Canada*)

## Youth unemployment

In the first half (H1) of 2011, average seasonally unadjusted unemployment rate for youth 15 to 24 years in Saint John (CMA) was 16.4%, up from 13.4% in the second half of 2010 (H2). The H1 2011 figure was lower than the provincial average (17.5%) and higher than the national rate (14.4%). (*Statistics Canada*)

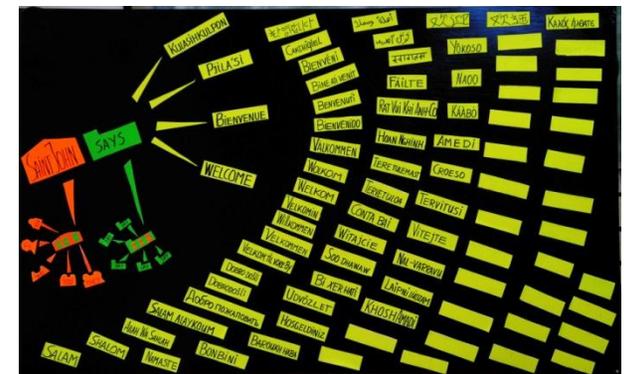


## Fast Fact: Provincial Nominee Program

The New Brunswick Provincial Nominee Program allows the province to play an active role in selecting immigrants to fulfill specific economic needs. The total number of immigrants who arrived in Saint John (CMA) in 2010 was 655. This was up from 585 in 2009 and 172 in 2000. (*Population Growth Secretariat*)

## Fast Fact: Settlement Services

Settlement Services at the Saint John Y assists newcomers from around the world with their arrival and integration into the Greater Saint John community through a diverse range of free services, including cultural orientation, counselling, English language training, and community referrals. Settlement Services seeks to connect immigrants with the local community, as well as to provide opportunities for Canadian individuals, families, organizations, and businesses to become part of the exciting work at Settlement Services through volunteerism and community partnerships. (*Settlement Services*)



## How you can help...

Join the Newcomer's Club, or be a volunteer for the YMCA's Settlement Services for newcomers.

## How the Foundation is helping...

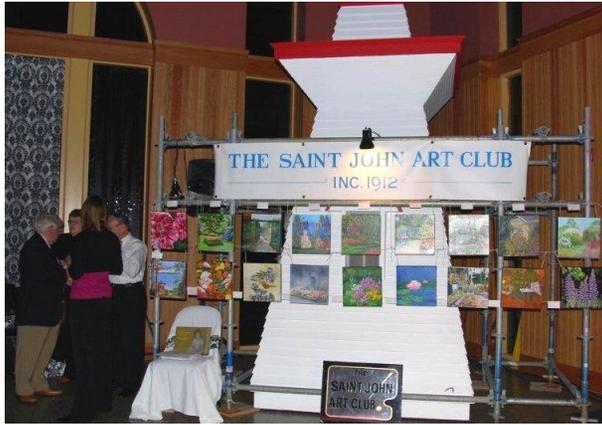
The Dayspring Ministries was funded by the Community Foundation to assist up to 50 families from the Bhutanese and international community to build an International Community Garden in 2011 (photos at right).



"WELCOME - TIMES X DIVERSITY AND DIALOGUE" Artist: Rosi Jory, (the Saint John community says welcome in many languages), photo by J. Klausen

# VII – Arts & Culture

“Ovation” a gala evening celebrating 2010 anniversaries and arts and culture took place Nov. 6, 2010 at the Marco Polo Cruise Terminal, thanks to generous support from all sectors of the community. “Ovation” attracted over 700 guests to celebrate community anniversaries, arts and culture, and benefit the charities supported by the Greater Saint John Community Foundation. The community celebration offered an opportunity for Greater Saint John to unite and come together in a positive and celebratory finish to 2010 (photo at left and on cover).

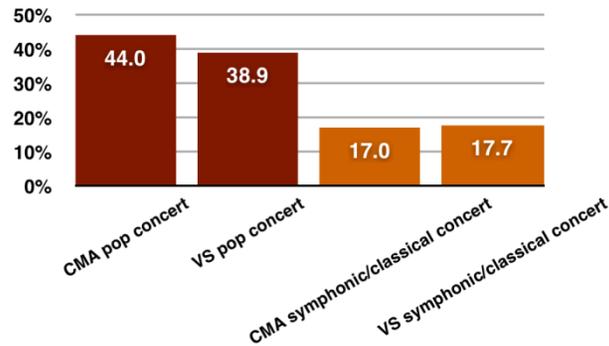


InterAction Children's Theatre



## Attendance at cultural events

In 2010, **44%** of people 15 years and over attended a popular music concert in Saint John (CMA) in the last year, which was higher than the average for Vital Signs CMAs of 38.9%. In the same year, **17%** attended a symphonic or classical music concert, which was lower than the average for Vital Signs CMAs of 17.7%. (Statistics Canada)



## Employment in cultural industries

In 2010, the proportion of the population employed in cultural industries in Saint John (CMA) was **1.09%** (representing 700 persons), up from 0.74% in 2009 and 0.99% in 2000. The 2010 figure was lower than the provincial average (1.38%) as well as the national rate (2.01%). (Statistics Canada)

## Household spending on arts and culture

In 2009, the average household spending on arts and culture (in current dollars) in Saint John (CMA) was **\$961**, down from \$1,000 in 2008 and up from \$949 in 2005 (the first year for which data were available). The 2009 figure was higher than the provincial average (\$893) and lower than the national rate (\$962). (Statistics Canada)

## Fast Fact: Saint John 225

Using the city's 225th anniversary of incorporation as its backdrop, Saint John 225: hosted 20 events; commissioned “Shards of Time,” a significant public art piece by Markhamville sculptor Peter Powning; created an online history project; began work on a directory of Saint John area artists and cultural workers; and happily accepted invitations to participate in community celebrations around the city. Over 1,500 people participated in creating Saint John 225, as volunteers, performers, artists, and producers. (Saint John 225)



## How the Foundation is helping...

The Greater Saint John Community Foundation announced their 2010 Anniversary Grant of \$30,000 to the New Brunswick Youth Orchestra, Saint John High School Concert Choir and the Saint John Theatre Company for the October production and world premiere of an original new musical work, “Marco Polo The Musical.” Pictured at left are Trish Gallagher of SJHS, Cheryl Robertson, Foundation Chair, Stephen Tobias of SJTC, NBYO's Don Matheson, and Tim Turnell portraying Captain “Bully Forbes” at the announcement.

## How you can help...

Support local arts and culture events by volunteering your time. Many events happen throughout the year including the non-profit festival of music, Salty Jam. Visit [www.saltyjam.ca](http://www.saltyjam.ca)

# VIII – Environment

The Nature Trust of New Brunswick protects ecologically significant lands and educates our population on the importance of conservation and natural heritage. They received Community Foundation help to conserve Blueberry Hill (pictured at right) in Grand Bay-Westfield in partnership with a community “Friends” group to survey, restore brooks and wetlands, create trails and be stewards of the popular community natural area adjacent to WorkSafeNB.

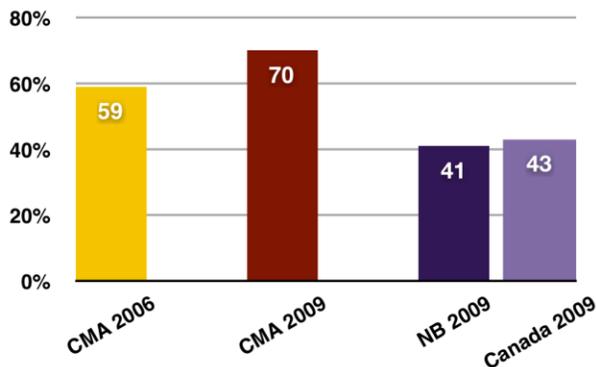


## Air quality

In 2009, the proportion of households aware of an advisory of poor air quality in Saint John (CMA) was **22%**, down from 32% in 2005. The 2009 figure was higher than the provincial average (7%) and tied with the national rate (22%). (Statistics Canada)

## Compost

In 2009, the proportion of households that composted kitchen waste in Saint John (CMA) was **70%**, up from 59% in 2006. The 2009 figure was higher than the provincial average (41%) as well as the national rate (43%). (Statistics Canada)



## Dwelling temperature changes

In 2009, the proportion of households with a programmable thermostat (as a percentage of all households with a thermostat) in Saint John (CMA) was **32%**, up from 21% in 2006. The 2009 figure was higher than the provincial average (28%) and lower than the national rate (49%). Of the households with a programmable thermostat in Saint John (CMA), 85% programmed their thermostat, up from 77% in 2006. (Statistics Canada)

## Fast Facts: Harbour Clean-up

Harbour Clean-Up will redirect sewer pipes that empty into the harbour to wastewater treatment facilities. Construction on the Eastern Wastewater Treatment Facility began in April 2009 and was due to be completed in June 2011. Design work is continuing for the wastewater collection and pumping system. In 2010, 56% of system users were serviced with treatment and 16,000 m<sup>3</sup>/day of wastewater was discharged untreated. The 2012 goal is to have 100% of system users serviced and 0 m<sup>3</sup>/day of wastewater discharged untreated. (City of Saint John)



## How you can help...

Volunteer or support the Nature Trust of New Brunswick:  
[www.naturetrustnb.ca/en/volunteer](http://www.naturetrustnb.ca/en/volunteer)

## How the Foundation is helping...

Hampton Community Garden volunteers (pictured at right) are reaping the rewards of bountiful produce for local families and the Hampton Food Basket. A Community Foundation grant helped with the costs of ploughing, fencing, spreading compost, tilling and forming beds, created and maintained using organic principles.

# IX – Work

Junior Achievement's mission to inspire youth to value free enterprise, understand business and economics, and develop entrepreneurship was supported by the Foundation for the “Economics for Success Program” to help ten grade 8 classes in District 6 and 8 develop positive attitudes toward education and their futures (photo at left).



## Unemployment

In the first half (H1) of 2011, the average seasonally adjusted unemployment rate for those 15 years and over in Saint John (CMA) was **6.5%**, down from 7.6% in the second half of 2010. The H1 2011 figure was lower than the provincial average (9.6%) as well as the national rate (7.7%). (Statistics Canada)

## Median hourly earnings

In 2010, the median hourly earnings in Saint John (CMA) were **\$15.48** (in 2002 dollars), up from \$15.39 in 2009 and \$13.66 in 2000. The 2010 figure was higher than the provincial average (\$14.29) and lower than the national level (\$16.06). (Statistics Canada)

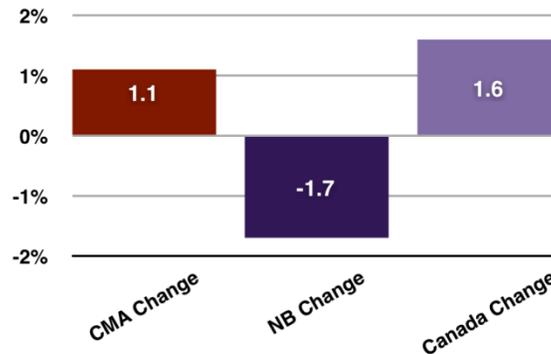


## Employment levels

In the first half of 2011, average seasonally adjusted employment level in Saint John (CMA) was 64.3 (thousands of workers), up from 63.5 in the second half of 2010. Between June 2010 and June 2011 the employment level increased **1.1%** in Saint John (CMA). This compares to a decrease of 1.7% at the provincial level and an increase of 1.6% at the national level. (Statistics Canada)

## Productivity

In 2010, the real GDP per worker in Saint John and King's County (Census Division), which includes Saint John, was **\$70,047** (in 2002 dollars), up from \$67,874 in 2009 and \$62,849 in 2001. The 2010 figure was higher than the provincial average (\$61,338) and lower than the national rate (\$77,753). (Statistics Canada)



## Fast Fact: Largest employers

The three largest employers in the Saint John region are: the City of Saint John, Horizon Health Network, and JD Irving, Ltd., which have 1,000 or more employees. Four employers have between 500 and 999 employees: Bell Aliant, NB Power (Point Lepreau Generating Station), Wyndham Worldwide Canada (Cendant), and Xerox Canada Ltd. (National Call Centre). (Enterprise Saint John)



## How the Foundation is helping...

The Greater Saint John Community Foundation works closely with many community charitable groups like the United Way and recently participated in their strategic planning session. A fall 2011 session in partnership with the United Way and BCAPI will help local charitable groups better measure outcomes from Foundation and other funding.

## How you can help...

If you are an employer looking for a unique way to hire staff consider participating in the Saint John Learning Exchange's TIES 2 Work program, an employer-specific essential skills training program that matches employers with employees to help them gain self-sufficiency ([www.sjle.org](http://www.sjle.org)).

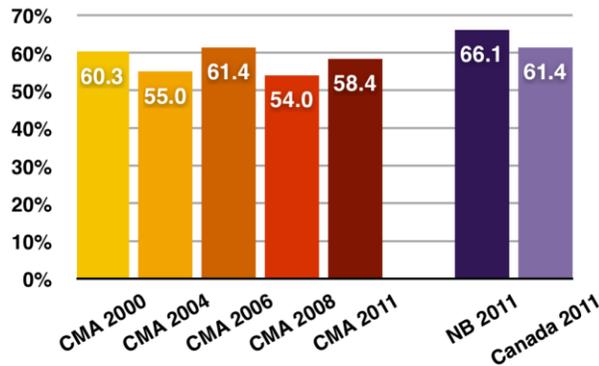
# X – Belonging & Leadership

Community Foundation Chair and recipient of the New Brunswick Medical Society's 2011 Order of Merit Award, Dr. Stephen Willis, presents Franklin O. Leger Q.C. with the Foundation's 2011 Community Service Award (photo at right).



## Federal voter turnout

In the 2011 federal election, the voter turnout in Saint John (CMA) was **58.4%**. This compares to a turnout of 54.0% in 2008, 61.4% in 2006, 55.0% in 2004, and 60.3% in 2000. The 2011 voter turnout was lower than the provincial average (66.1%) as well as the national rate (61.4%). (*Elections Canada*)



## Tax filers making charitable donations

In 2009, the proportion of tax filers that declared charitable donations in Saint John (CMA) was **22.9%**, down from 24.0% in 2008 and 25.7% in 2000. The 2009 figure was higher than the provincial average (21.3%) and lower than the national rate (23.1%). (*Statistics Canada*)

## Median charitable donations

In 2009, the median charitable donation in Saint John (CMA) was **\$320** (in current dollars), up from \$310 in 2008 and \$280 in 2000. The 2009 figure was higher than the provincial average (\$290) as well as the national level (\$250). (*Statistics Canada*)



Saint John/Rothesay community spring clean-up

## Fast Fact: A different take on charitable giving

The contribution of personal time, labour, and resources is not always reflected in statistical measurements, but can make a real difference in charitable giving.



## How you can help... How the Foundation is helping...

Vote in the upcoming May 2012 municipal elections.

Rick Barlow and Jim Burns, of St. Bridgit's Parish Council, recently received support from the Greater Saint John Community Foundation for renovations to the roof, washrooms and kitchen in St. Bridgit's Community Hall, which serves multiple faith communities and is a centre of community activity on the Kingston Peninsula. Indoors and out, youth activities, volleyball, hockey, basketball, suppers, dances, kitchen parties and receptions all take place. Secretary Sara Mudge (left), former Chair Cheryl Robertson (centre), and Grants Committee Chair Danny Jardine (right), were present for the announcement (photo at right).



# Trends

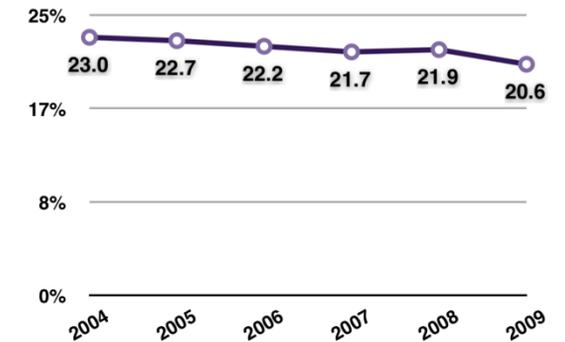


Significant trends over the years have been compiled to mark the anniversary of the Greater Saint John Community Foundation's release of six years of Taking Stock/Vital Signs reports, from 2006 to 2011. Many of the charts show a fluctuation in rates over time—some paint an optimistic trend, while others indicate a need for action.

## I – Gap Between Rich and Poor

### Overall poverty rate

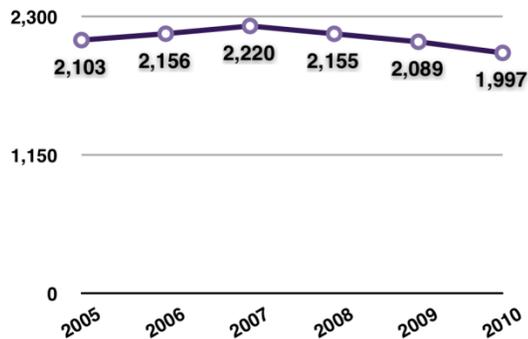
The overall poverty rate in Saint John (CMA)—based on the pre-tax Low Income Measure (LIM), an indicator of relative poverty—has generally been declining over the years that the GSJCF has been releasing *Taking Stock/Vital Signs*. It was at a high for the period in 2004 and was at its lowest in this year's report (2009 data). (Statistics Canada)



## II – Safety

### Violent crime rate

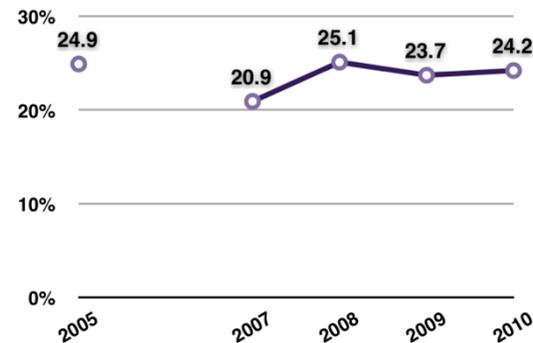
The violent crime rate in Saint John (CMA) has been fluctuating over the years that the GSJCF has been releasing *Taking Stock/Vital Signs*. It was at a high for the period in 2007 and was at its lowest in this year's report (2010 data). (Statistics Canada)



## III – Health

### Obesity rate

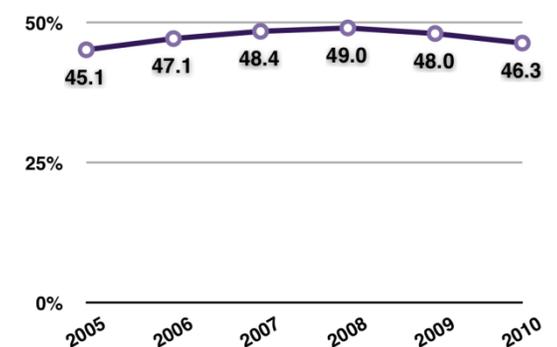
The obesity rate for those 18 years and over in New Brunswick Health Region 2 (which includes Saint John) has been fluctuating over the years that the GSJCF has been releasing *Taking Stock/Vital Signs*. It was at a high for the period in 2008 and was at its lowest in 2007. (Data for 2006 was unavailable.) (Statistics Canada)



## IV – Learning

### Post-secondary education

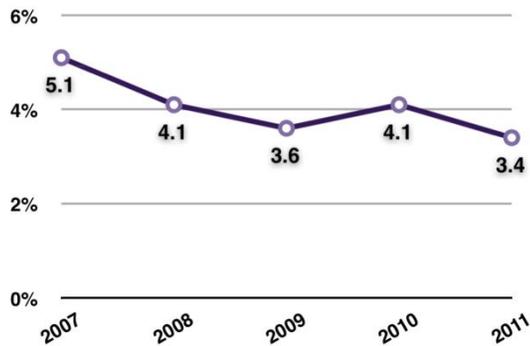
The proportion of the population 15 years and over that had completed a university degree or a post-secondary certificate or diploma in Saint John (CMA) has been fluctuating over the years that the GSJCF has been releasing *Taking Stock/Vital Signs*. It was at a high for the period in 2008 and was at its lowest in 2005. (Statistics Canada)



## V - Housing

### Rental vacancy rate

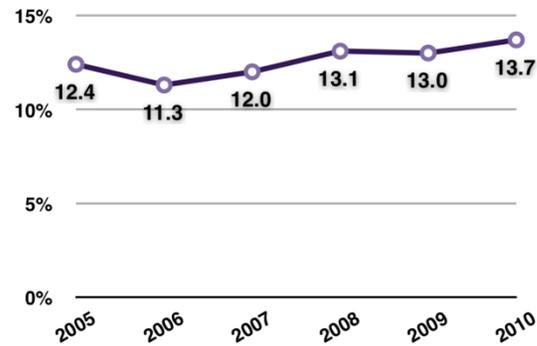
The rental vacancy rate of two-bedroom apartments and row houses in Saint John (CMA) has been fluctuating over the years that the GSJCF has been releasing *Taking Stock/Vital Signs*. It was at a high for the period in April of 2007 and was at its lowest in this year's report (April 2011 data). (Data for 2006 was unavailable.) (Canada Mortgage and Housing Corporation)



## VI – Getting Started

### Youth unemployment rate

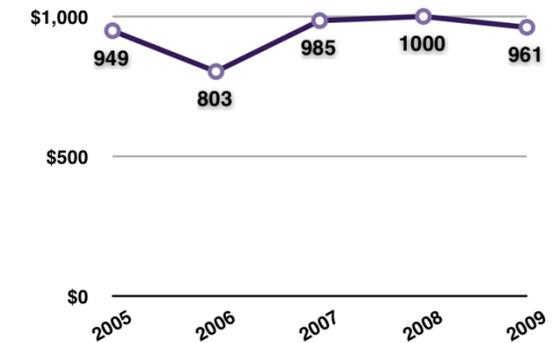
The unemployment rate for youth 15 to 24 years in Saint John (CMA) has been generally on an upward trend over the years that the GSJCF has been releasing *Taking Stock/Vital Signs*. It was at a high for the period in this year's report (2010 data) and was at its lowest in 2006. (Statistics Canada)



## VII – Arts and Culture

### Household spending on arts and culture

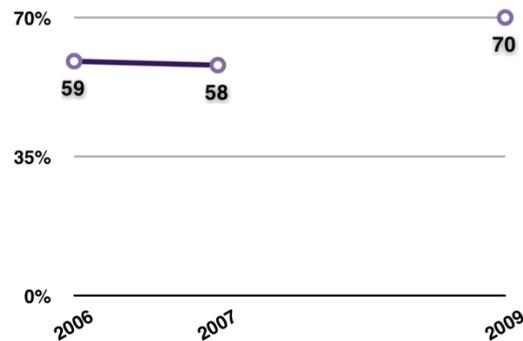
The average household spending on arts and culture (in current dollars) in Saint John (CMA) has been fluctuating over the years that the GSJCF has been releasing *Taking Stock/Vital Signs*. It was at a high for the period in 2008 and was at its lowest in 2006. (Data for 2004 was unavailable.) (Statistics Canada)



## VIII - Environment

### Household compost

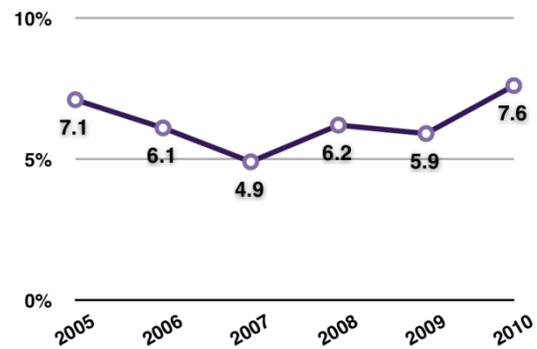
The proportion of households that composted kitchen waste in Saint John (CMA) has been fluctuating over the years that the GSJCF has been releasing *Taking Stock/Vital Signs*. It was at a high for the period in this year's report (2009 data) and was at its lowest in 2006. (Data for 2004, 2005, and 2008 was unavailable.) (Statistics Canada)



## IX - Work

### Unemployment rate

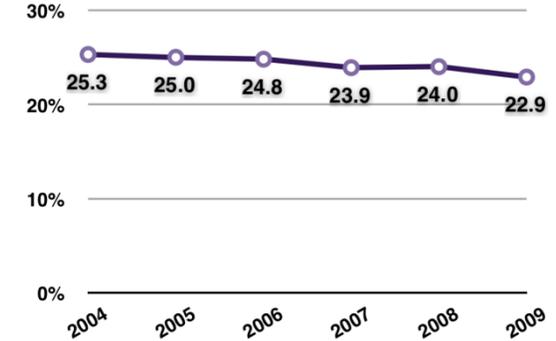
The unemployment rate for those 15 years and over in Saint John (CMA) has been fluctuating over the years that the GSJCF has been releasing *Taking Stock/Vital Signs*. It was at a high for the period in this year's report (2010 data) and was at its lowest in 2007. (Statistics Canada)



## X – Belonging and Leadership

### Tax filers making charitable donations

The proportion of tax filers that declared charitable donations in Saint John (CMA) has been generally declining over the years that the GSJCF has been releasing *Taking Stock/Vital Signs*. It was at a high for the period in 2004 and was at its lowest in this year's report (2009 data). (Statistics Canada)



# Community Foundation Funds • A Lasting Legacy

Common (Community) Fund, 1976 (All charitable causes)  
The Old Ladies Home Fund, 1977 (Seniors causes)  
The C.N. Wilson Fund, 2000 (All charitable causes)  
The Dr. Malcolm M. Somerville Bursaries in Business Fund, 2000 (Bursaries)  
The Jane Armstrong and Lawrence Earl Fund, 2001 (All charitable causes)  
The Marie Murphy Walsh Clock Fund, 2001  
(Maintenance of the centennial clock & all charitable causes)  
The Children's Aid Fund, 2001 (Lantalum Foundation), (Children's charitable causes)  
The Jane and David Barry Administrative Fund, 2001 (Foundation admin. costs)  
The Jervis Bay-Ross Memorial Park Fund, 2002 (Ross Park maintenance)  
The Paul Grannan Fund, 2002 (All charitable causes)  
The Super Steel Band Bursary Fund, 2002 (Bursaries)  
The Margaret Willis Awards Fund, 2003 (Annual awards)  
The Cook Family Fund, 2003 (Bursaries & all charitable causes)  
The Saint John Law Society Fund, 2003 (Bursaries)  
The Saint John Human Development Council Fund, 2004 (HDC agency fund)  
The Rita McCarthy Fund, 2004 (All charitable causes)  
The Harbour Passage Fund, 2004 (Harbour Passage)  
The Jack, Lois and Cindy Kidd Bursaries Fund, 2004 (Bursaries)  
The Jack Kidd Family-Saint John Boys and Girls Club Fund, 2004 (SJ Club causes)  
Anonymous Fund, 2004 (All charitable causes)  
The Professional Visual Artists' Fund, 2005 (Assist professional artists/NB Museum)  
The Dr. J.P. and Anita McInerney Family Fund, 2005 (Social services)  
The Gladys and Samuel Davis Fund, 2005 (Youth 12-21)  
The MacDonald Family Fund, 2005 (All charitable causes)  
The Anniversary Fund, 2006 (All charitable causes)  
The Judge John A. and Julia P. Barry Fund, 2006 (All charitable causes)  
The Thomas L. McGloan, Q.C. Fund, 2006 (All charitable causes)  
The Roland and Louise Black Fund, 2006 (All charitable causes)  
The Belleisle Valley Health Centre Fund, 2007 (Scholarships)  
The Saint John Country Music Week Legacy Fund, 2007 (Scholarships/School Music)  
The CFUW-Saint John Scholarship Fund, 2007 (Scholarships)  
The James M. Crosby Fund, 2007 (All charitable causes)  
The Brian Lund Memorial Fund, 2008 (PRO Kids)  
The Garfield T. Meltzer-Jewish War Veterans Scholarship Fund, 2008 (Scholarship)  
The St. Barnabas Chapel of Ease Fund, 2008 (Social services)  
The Alan B. and Joyce E. McLean Fund, 2008 (All charitable causes)  
The Faye Somers Endowment Fund, 2008 (Charities assisting the disabled)  
The Walter and Joan Flewelling Fund, 2008 (Scholarships)  
The Rachael Dawn Duffley Memorial Scholarship Fund, 2008 (Scholarship)  
The Constable Royce Isenor Memorial Scholarship Fund, 2009 (Scholarships)  
The Brian and Susan (Trafton) Moore Fund, 2009 (All charitable causes)  
The D. Anne and John S. Mackeen Bursary Fund, 2009 (Bursaries)  
The Stompin' Tom Connors Fund, 2009 (Children & single parents)  
The Ericka Low Fund, 2009 (Youth & NB Youth Orchestra)  
Board of Directors Fund, 2009 (Foundation admin. costs)  
The Carleton Kirk Lodge Fund, 2009 (Carleton Kirk Lodge Nursing Home)  
The Dickson Family Fund, 2010 (Children & Youth)  
The Suzanne Doyle-Yerxa Awards Fund, 2010 (Scholarships)  
Dr. Joseph and Renée Arditti Family Neurosciences Fund, 2010 (Scholarships)  
New for 2010-11  
The Gregory J. Bangay Memorial Bursary Fund, 2010 (Bursaries)  
The Saint John Jewish Historical Museum Fund, 2011 (Museum)  
The Barbara and Don Ring Memorial Bursary Fund, 2011 (Bursaries)  
Gail B. Kaye Fund, 2011 (All charitable causes)  
The Charles F.W. Starkey Scholarship Trust, 2011 (Scholarship)

*Thank you to all our supporters since 1976!*



Teen Vibe youth engagement participants



Ceremony marking the 400<sup>th</sup> anniversary of European settlement



GSJCF 35<sup>th</sup> Anniversary Celebration



Saint John Boys & Girls Club drummers

The Greater Saint John Community Foundation funds *Greater Saint John's Vital Signs* as a public service.



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GREATER SAINT JOHN'S  
**VitalSigns® 2011**  
 Our Region's 6th Annual Check-up

Photos courtesy of Jane Barry

It is produced in association with the Human Development Council ([www.sjhdc.ca](http://www.sjhdc.ca)), a social planning council that coordinates and promotes social development in Greater Saint John.



Thanks to our sponsors



*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. *Vital Signs* is coordinated nationally by Community Foundations of Canada ([www.cfc-fcc.ca](http://www.cfc-fcc.ca)).



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**Vital Signs Committee**

The committee provided advice and recommendations to ensure that Greater 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:

- Doug MacDonald (Chair)
- Kathryn Asher
- Jane Barry
- Andrew Beckett
- Joe Harriman
- Randy Hatfield
- Greg Marquis
- Sara Mudge
- Heather Quinn