

TORONTO'S VitalSigns® 2011 Report



TORONTO COMMUNITY
FOUNDATION

The Art of Wise Giving™

» TO LEARN MORE, SEE THE TORONTO'S VITAL SIGNS FULL REPORT® AT: TCF.CA

Toronto's Vital Signs:

What you need to know
about the Report



Toronto's Vital Signs® is a consolidated snapshot of the trends and issues affecting the quality of life in our city. The Report is compiled from current statistics and special studies. Each of the 11 interconnected issue areas is critical to the well-being of our city and its residents.

What you will see on pages 12 and 13 is a condensed version of Toronto's Vital Signs®, specially designed for this publication. For an in depth 360-degree view of the progress we can be proud of and the challenges we all need to address, you can access the full Report at www.tcf.ca. There are more than 300 statistical indicators spread across the 11 issue areas.

Take a tour of the 2011 Toronto's Vital Signs® Report and get connected to some organizations in your city working on solutions on the online Community Knowledge Centre.



Building the City We All Want

People hear "philanthropy" and they think of big-money donors. But some of the most important charitable work being done in Toronto is supported by people from all walks of life—men and women with a little money to give, and a lot of desire to help. The Toronto Community Foundation (TCF) has spent 30 years connecting such people to the good causes that need them.

This is how great communities are built: by bring potential donors and charitable causes together; by making donors aware of the local challenges requiring their help; and finally, by making giving easy. TCF, an independent, public, foundation created for and by the people of Toronto, does all three. Relying on in-depth knowledge of the city in all its forms, TCF now holds more than 325 endowment funds and assets under administration of more than \$250 million, making it one of Canada's largest charitable foundations, and putting it in contact with hundreds of concerned Torontonians and high-impact community organizations.

It is the Toronto's Vital Signs® Report that keeps TCF up-to-date on life in Toronto. This report, published annually, identifies the issues affecting city residents. Call it a consolidated snapshot of trends in this city—highlighting both the progress made and the challenges that still need to be addressed.

The Toronto's Vital Signs® Report inspires civic engagement, provides focus for public debate, and guides people who want to direct their time and money to areas of greatest need. It is compiled from current statistics and special studies, looking at eleven interconnected areas critical to the well-being of Torontonians. It is TCF's most valuable tool in understanding the state of Toronto and directing the Foundation's many philanthropic activities.

TCF's donors rely on this knowledge too. They turn to TCF for information, due diligence, and advice on specific charities they're interested in. And when they find the cause best suited to them, TCF helps remove the barriers that typically prevent small donors from reaching the next step. Donors partner with TCF to support their city for the long-term by establishing an endowment fund. It allows them the same degree of involvement and recognition they would get from having a private foundation, but without the 'back-office' and financial stewardship responsibilities. TCF handles that part on the donor's behalf. The donor can focus his or her energies on creating positive change, while the Foundation provides the support and services to make it happen.

TCF brings donors together with private enterprises, government and community partners to create some of Toronto's most innovative programs. Thanks in part to TCF, 'Recipe for Community' can help inner city residents come together and build a crucial sense of belonging, while 'Beyond 3:30' provides high-quality after-school programming—free of charge—to students in some of Toronto's underserved neighbourhoods. And through



Youth from St. James Town take part in a three-on-three game organized by MLSE Team Up Foundation at the launch of the newly refurbished neighbourhood basketball court through "Recipe for Community".

'Arts on Track,' TCF helped transform the TTC's Museum subway station into an art installation in its own right, reimagining what a public space could mean to people. These are but a few examples.

Building a better city means knowing the challenges, assembling change-makers who can find the solutions, and investing to make those solutions happen. This is "The Art of Wise Giving," and TCF has mastered it.

Solutions for Our City

Everywhere you turn, there's a good cause worthy of a donation. But resources are finite, and so is your time. The Toronto Community Foundation's online Community Knowledge Centre (CKC) helps you maximize both.

The Community Knowledge Centre (tcf.ca) is the next best thing to visiting a charity in person. Developed in partnership with IBM, it gives you the chance, from your own home, to learn about community organizations doing great work in Toronto. Through pictures, videos and text, you can feel the passion these community groups bring to their work—and assess their results.

The CKC is a natural complement to Toronto's Vital Signs®, TCF's annual report identifying issues affecting city residents. Vital Signs highlights concerns, while the CKC highlights Toronto organizations working on



A group of Tibetan newcomers harvest vegetables from their Greenest City Community Garden plot, as part of their ESL class activities.

solutions to them. Participation in the website is extended to registered charitable organizations serving

Toronto and its residents. This makes it easy for potential donors like you to connect with these groups and start to contribute.

The process begins when an organization creates its comprehensive Community Knowledge Centre profile. The profile lets you learn all you can about the organization, then decide if it's the one you wish to support. Today, a year after its debut, the CKC has profiles for over 125 charitable organizations.

ArtReach Toronto is one of them. A unique collaborative funding program, ArtReach invests in creative arts initiatives developed by young people between 13- and 29-years old, living in vulnerable communities in Toronto. It has been developed as a low-barrier funding program offering a high level of support to youth organizations and young artists.

Visit ArtReach's profile and you will find more information on its mission; a review of its history and awards won; financial and contact information; and summaries of its programs. The CKC states plainly what areas of need are served by the charity, e.g. youth, people with disabilities, and members of the LGBT community. It also lists the neighbourhoods ArtReach

impacts most, along with the areas of concern (as identified in Vital Signs) the organization helps address. Most importantly, the profile tells you exactly how ArtReach will use your donated dollars to advance its good work.

You'll find similar information about a wide variety of other organizations, like Greenest City: a community-based charitable organization that helps build healthy, inclusive neighbourhoods through community gardening and the celebration of food.

Along with the hard facts are the human stories. A quick click on ArtReach's profile, for example, gives you access to testimonials from real Torontonians—young men and women whose lives have been enriched by participating in art through its programs. "What would I be doing if this program wasn't here?" asks one young man. "I can't really answer that on camera."

After only twelve months, the Community Knowledge Centre has already become the 'YouTube of Philanthropy,' making a difference for local charitable organizations and the thousands of Torontonians they help. Visit today and find out how you can make a difference too.

You can be a philanthropist too!

It's not all about the money – it's about creating a better city. Here's what you can do

- Connect with your city by volunteering with the not-for-profit organizations and charities in your neighbourhood on the Community Knowledge Centre (tcf.ca/) or with one of the many city-building initiatives in Toronto, such as the upcoming Ontario Summer Games (<http://ontariosummertimegames.ca/>).

- Contribute to the Vital Toronto Fund, the Toronto Community Foundation's community endowment. It's for now — and forever — for our city.

- Establish your own Donor Advised Fund with the Toronto Community Foundation —it's much easier and more cost effective than you think.



Why it matters

The Toronto Community Foundation asked some of Toronto's not-for-profit community leaders to reflect on the Toronto's Vital Signs issue areas and their importance on our city's quality of life. Read what they had to say in "Why it matters" under each issue on pages 12 and 13. To learn more about the organizations, visit their profiles on the online Community Knowledge Centre.





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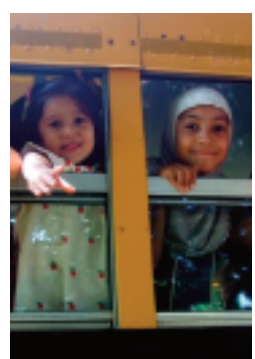


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How does the world see Toronto?

We are a model for the world

- We're a top destination pick. We had almost 10 million overnight visitors last year, generating \$4.3 million in direct municipal taxes.
- As the top Canadian destination for immigrants, Toronto's immigration levels grew by 11.5 per cent in 2010 after three years of declining numbers.
- Crime rates dropped again for the fourth year in a row in 2010.
- Toronto is the fourth most livable city on the planet according to *The Economist*.
- We are #2 among 26 global cities surveyed by PricewaterhouseCoopers in intellectual capital and innovation, as well as health, safety and security.



» Learning

Why it matters: "Education is broader than numeracy and literacy — it is about acquiring a set of tools that allow us to bounce back from crisis. Without skills, the cycles of poverty and isolation cannot be overcome." — Shelina Karmali, Executive Director, (PEACH) Promoting Education and Community Health

Where we're at:

- The high-school drop-out rate in the Region has dropped by 92 per cent since 1990.
- The 2010 post-secondary completion rate in the Toronto Region is 56.1 per cent higher than in 1990.



» Arts and Culture

Why it matters: "Toronto would not be the vibrant global destination it is today without the arts — they've introduced our city to the world and the world to us; but most importantly, they have introduced us to each other." — Chris McDonald, Executive Director, Hot Docs

Where we're at:

- The arts and culture sector contributes \$9 billion annually to the Toronto Region's GDP.
- Culture is a major tourism driver in Toronto, attracting four times as many visitors as sports attractions.



» Work

Why it matters: "Strategies to link employers with immigrant talent need to be implemented if Toronto is going to become the vibrant city we want." — Honey Crossley, Executive Director, Working Skills Centre

Where we're at:

- The Toronto Region continues to earn high marks for labour attractiveness, scoring fourth out of 24 global metropolises on the Toronto Board of Trade's Scorecard on Prosperity (behind London, Paris and Calgary).
- Immigrants were more than twice as likely to be unemployed as Canadian-born workers in the Toronto Region in 2010.



» Getting Around

Why it matters: "A healthy transportation system provides options and is safe and accessible for all road users. City streets need to function both as transportation routes and vibrant destinations." — Nancy Smith-Lea, Coordinator, Toronto Coalition for Active Transportation, Clean Air Partnership

Where we're at:

- The Toronto Region trails 20 other metros with an average commute time of 80 minutes. Over a 40-year career, that adds up to more than 1.5 years just getting to and from work.
- The annual expenditure on public transit averages \$338 per capita in the Toronto Region, placing it 15th of 21 metros behind Montreal (\$339), Calgary (\$381), New York (\$703), and London (\$1,113).



» Getting Started in Toronto

Why it matters: "The successful integration of immigrants into the labour and social fabric of the city is essential for the city's prosperity. The city's culture is defined by its diversity and its prosperity is fuelled by skilled newcomers." — Mario Calla, Executive Director, COSTI

Where we're at:

- As the top Canadian destination for immigrants, Toronto Region's immigration levels grew by 11.5 per cent in 2010, after three years of declining numbers.
- Underemployment of immigrants costs the economy: if all immigrants were employed at the full level of their qualifications, it would add between \$3.4 and \$5 billion to the Canadian economy each year, with the largest share in the Toronto Region.

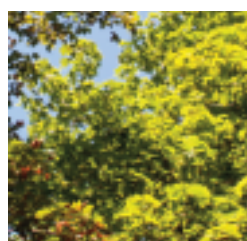


» Health and Wellness

Why it matters: "Healthy citizens help to create strong and thriving communities. As health concerns compound with other problems, the social cost will be enormous." — Karen Letofsky, Executive Director, Distress Centres

Where we're at:

- Only 9 per cent of boys and 4 per cent of girls are meeting the new Canadian Physical Activity Guidelines, which state that children and youth should be moderately to vigorously active for at least an hour per day.
- Obesity levels have increased 20 per cent in Toronto since 2003: 14.2 per cent of Torontonians 18 years or older are obese. That's twice the rate of Vancouver (7 per cent).



» Environment

Why it matters: "Sustainable accessible nature is absolutely central to Toronto's urban environment and uniqueness as a livable urban metropolis. The act of greening and caring for these spaces changes people and inspires communities." — Geoff Cape, Executive Director, Evergreen

Where we're at:

- Toronto is ranked Canada's most sustainable large city for the second year in a row by *Corporate Knights*, getting high marks for reducing greenhouse gas emissions, limiting household waste and local food production and access.
- Half of all Torontonians visit one of our city's 1,500 parks at least once per week; almost 14 per cent make daily visits.



» Housing

Why it matters: "Access to safe and affordable housing is a basic human right that should be available to all. With the threats of higher cost of living and economic hardship, affordable housing will continue to become more and more a dream than reality for many more families who will be forced to live in substandard conditions." — Neil Hetherington, CEO, Habitat for Humanity Toronto

Where we're at:

- The Toronto Region offers one of the most severely unaffordable housing markets in the world, ranking 75th least affordable among 325 markets surveyed.
- In May 2011, the number of eligible households on the waiting list for social housing stood at 66,460, up 10.4 per cent from May 2010, and a 34.3 per cent increase since 2008.



» Safety

Why it matters: "Community and public safety is the cornerstone of building strong and vibrant neighbourhoods. A lack of safety diminishes the quality of life for individuals and families, and hinders the development of cohesive communities." — Stephanie Payne, Executive Director, San Romanoway Revitalization Association

Where we're at:

- Crime rates in Toronto dropped again for the fourth year in a row in 2010 to a rate of 5,864 criminal code offenses per 100,000 population. The Toronto Region's total crime rate is still the lowest of any of the 32 metropolitan regions in Canada.
- The majority of high-rise apartment dwellers in Toronto's inner suburbs generally feel safe: only 12 per cent in a recent study felt their building was unsafe.



» Gap Between Rich and Poor

Why it matters: "The socio-economic health of Toronto requires a vital investment in economic development and poverty reduction. We need to consider the lives and livelihoods of vulnerable Torontonians, on a foundational level, in order to assist to close the gap between the rich and poor." — Barb Gosse, Director, Saving and Asset-Building Initiatives, Social and Enterprise Development Innovations (SEDI)

Where we're at:

- In one year, poverty in Toronto rose 22 per cent and the rate of child poverty was up by more than 43 per cent.
- The average cost of nutritious food for a family of four in Toronto rose to \$715/month in 2010. On social assistance, that family would need to spend 37 per cent of its income on food and 69 per cent on rent, leaving minus \$133 per month for all other basic needs.



» Leadership, Civic Engagement and Belonging

Why it matters: "Civic engagement means strong leadership and builds inclusive cities. Involved, connected and engaged residents from all walks of life make for creative communities and a stronger city." — Kevin Lee, Executive Director, Scadding Court Community Centre

Where we're at:

- Two-thirds of Torontonians (65.7 per cent) reported a strong sense of belonging to their local community in 2010, a 6.3 per cent increase from 2009.
- The 2010 municipal election drew out half of Toronto's eligible voters (50.55 per cent) compared to a much lower 39 per cent in 2003 and 2006. 1 in 10 was a first-time vote.

» Each of the organizations profiled above have received support to work on their innovative solutions through the Vital Toronto Fund at the Toronto Community Foundation. Learn more about each of them by visiting their profiles on the online Community Knowledge Centre.

Photo Credits: Greenest City/Tenzin Dolkar, Laura Brown, David Jessamy, Michael Salem, Andrew Weir

But there are cracks appearing...

We need to commit towards a long-term vision in order to build the city we all want

- Toronto is becoming a divided city where one million people in a city of 2.7 million are living in neighbourhoods with declining incomes.
- The youth unemployment rate in the Toronto Region was 22.3 per cent above the national average in 2010.
- For the 80,000 highly skilled, well-educated immigrants who arrive here in search of opportunity, they are twice as likely as Canadian-born to be unemployed.
- For those struggling, the Toronto Region offers one of the most severely unaffordable housing markets in the world.
- Chronic underinvestment in transportation has been identified as the Toronto Region's greatest threat to global competitiveness.

