

## Community Assets and Participation



In 2013 Cambridge had 249 registered charities. The only township with registered charities is Wellesley, with 17 charities.<sup>[1]</sup> These organizations are dependent on the support of donors, funders, and volunteers to carry out their day-to-day activities and programs. Many charities and non-profit organizations depend on funding from grant-making organizations, government funding sources, United Ways, and individual donations. The non-profit sector also carries out income-earning activities and includes social enterprise as another source of revenue to fulfill its social mission.<sup>[2]</sup>

This factsheet will examine trends in charitable giving and volunteerism, highlighting key community support organizations that provide vital resources to the communities of Cambridge, North Dumfries, Wellesley, Wilmot, and Woolwich.

### Highlights

- The Cambridge and North Dumfries Community Foundation assets for grants were at an all time high in 2013, reaching just over \$7 million.
- The United Way of Cambridge and North Dumfries' net campaign revenue in 2013 (based on 15 months) was \$2,689,727.
- Information Cambridge and North Dumfries' database hits reached over 190,000 in 2013. This was a 26% increase from 2012.
- The Kitchener and Waterloo Community Foundation assets for grants reached over \$65 million in 2013.
- The value of grants awarded by the Kitchener and Waterloo Community Foundation in 2013 was \$2,276,764, an increase of \$426,150 from the previous year.
- The United Way Kitchener, Waterloo & Area raised over \$4.6 million in the 2013 campaign.
- Volunteers at Community Care Concepts of Wellesley, Wilmot and Woolwich put in 8,846 hours in 2013. Volunteers are vital for the operations of the organization.
- The Wilmot Family Resource Centre saw 8,846 volunteer hours in 2013.
- Woolwich Community Services Information Centre had an all time high of 5,265 inquiries in 2013. 64% of inquiries were walk-in while the remainder were by phone.

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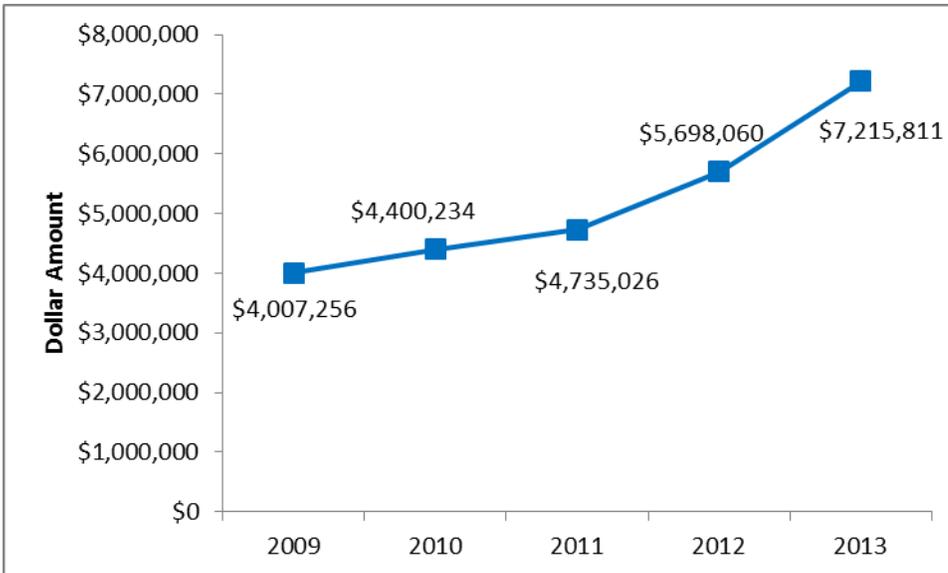


## Serving Cambridge & North Dumfries

### Cambridge & North Dumfries Community Foundation “Inspired to Give — Empowered to Grow”

The Cambridge & North Dumfries Community Foundation connects philanthropy to community needs through endowment building and donor services, grant making, and community leadership in the areas of arts and culture, education and training, environment, health and social services, heritage, multiculturalism and recreation. Cambridge and North Dumfries Community Foundation provides grants to eligible community non-profit organizations and agencies to assist them with various projects and endeavours.

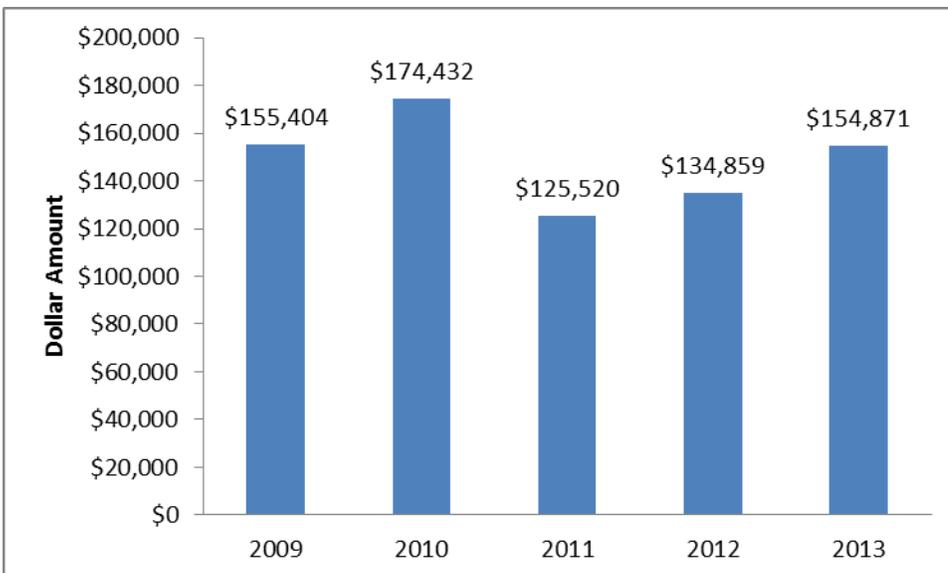
#### Value of Assets



- The Foundation's assets at the end of 2013 totalled \$7,215,811.
- This is an increase of 80% or \$3,208,555 from 2009.

Source: Cambridge and North Dumfries Community Foundation, Personal Communication, 2014

#### Grants Awarded



- The value of grants awarded in 2013 was \$154,871, an increase of \$20,021 from the previous year. The amount available for granting from year to year depends on the performance of the financial market in the previous year.
- A total of 135 grants were awarded in 2013, distributed to 75 different charitable organizations or municipalities. The increase in value of the funds in 2013 enabled the foundation to provide 24 more grants and reach out to 9 more charitable organizations.

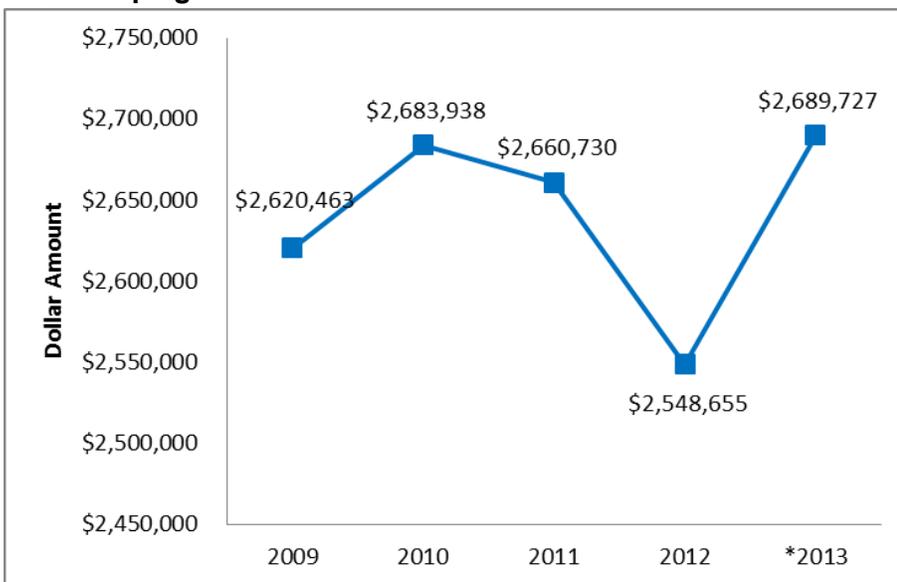
Source: Cambridge and North Dumfries Community Foundation, Personal Communication, 2013

## United Way of Cambridge and North Dumfries

United Way of Cambridge and North Dumfries, a registered charitable organization, has been a part of Cambridge and North Dumfries since 1940. The organization works in partnership with donors, volunteers, and community agencies giving hope and building the abilities of individuals, families, neighbourhoods, and the community, while also targeting the underlying causes of community issues.

United Way of Cambridge and North Dumfries improves lives and builds community so that children and youth are *All that Kids Can Be*; people move *From Poverty to Possibility*; and Cambridge and North Dumfries are *Strong Communities*, and people are connected to what matters through the United Way Volunteer Centre. United Way Cambridge and North Dumfries supported programs and services meet immediate needs, such as food, clothing and shelter for people, and also help with long-term needs through supports like life skills development and counselling.

### Net Campaign Revenue



- The total raised for the 2013 campaign was \$2,689,727.
- Net campaign revenue includes community donations raised through the annual campaign, dollars raised in other communities, and other revenue sources.

Source: United Way of Cambridge and North Dumfries, Personal Communication, 2014

\*United Way has changed to a fiscal calendar in 2013 and as a result the 2013 amount is based on a 15 month year.

### Per Capita Donations



- In 2013, there was an average donation of \$18.82 per capita in Cambridge and North Dumfries.
- The United Way is seeing a decline in the per capita donation, but they are seeing a trend with more funds coming from fewer donors.

Source: United Way of Cambridge and North Dumfries, Personal Communication, 2014

\*United Way has changed to a fiscal calendar in 2013 and as a result the 2013 amount is based on a 15 month year.

## United Way of Cambridge and North Dumfries (cont.)

Resources under management at United Way contributed to 2013 investments and service levels as follows:

- All That Kids Can Be: \$560,184 invested in 16 programs, with 10 Partner Agencies, helping 2,857 *Kids Belong*, and 2,645 children and youth *Build Social and Emotional Skills*.
- From Poverty to Possibility: \$378,882 invested in 7 programs, with 4 Partner Agencies, helping 15,886 people *Meet Basic Needs*, and 120 people *Build Employment Skills*.
- Strong Communities: \$558,190 invested in 17 programs, with 11 Partner Agencies, helping 5,954 people *Strengthen Families*, and 19,052 residents *Build Strong Neighbourhoods*.
- Volunteer Centre: \$347,032 invested to work with 66 organizations to *Empower Volunteers and Volunteerism*, and 8 partners to train 338 staff from 161 organizations, *Fueling Non-Profits*.
- In 2013, United Way and its Partners touched 51,863 lives.
- This 12-month investment snapshot represents a total drawn from grants, investments, and campaign revenues. An additional \$422,000 in donor designation goes to other Canadian charities.

### United Way Volunteer Centre – Cambridge

The United Way Volunteer Centre is a service provided by the United Way of Cambridge and North Dumfries. This service aims to promote volunteerism and the capacity of the local voluntary sector.

Through the Volunteer Centre, United Way is a first point of contact for community members seeking to volunteer at non-profit organizations in Cambridge and North Dumfries. It is also a resource for non-profits seeking effective and affordable training, and a channel through which the value of volunteerism and the voluntary sector is promoted, mainly via special events, presentations, the media and promotional materials.

The Volunteer Centre assists non-profit organizations recruit, refer and recognize volunteers, and serves as a liaison between individual, youth and corporate community members seeking to volunteer and the organizations that need them (volunteers).

The Volunteer Centre facilitates CNDAVA (Cambridge and North Dumfries Association of Volunteer Administrators), a volunteer manager networking group.

- Through CNDAVA, 32 non-profit staff members share trends, volunteer recruitment, management, and evaluation ideas and practices.

The United Way is also a member of the Waterloo-Wellington Learning Alliance, a training partnership with the Volunteer Centre of Guelph/Wellington and the Volunteer Action Centre of Kitchener-Waterloo and Area. Together they offer training and consultation services in the areas of board governance, volunteer management, and organizational capacity.

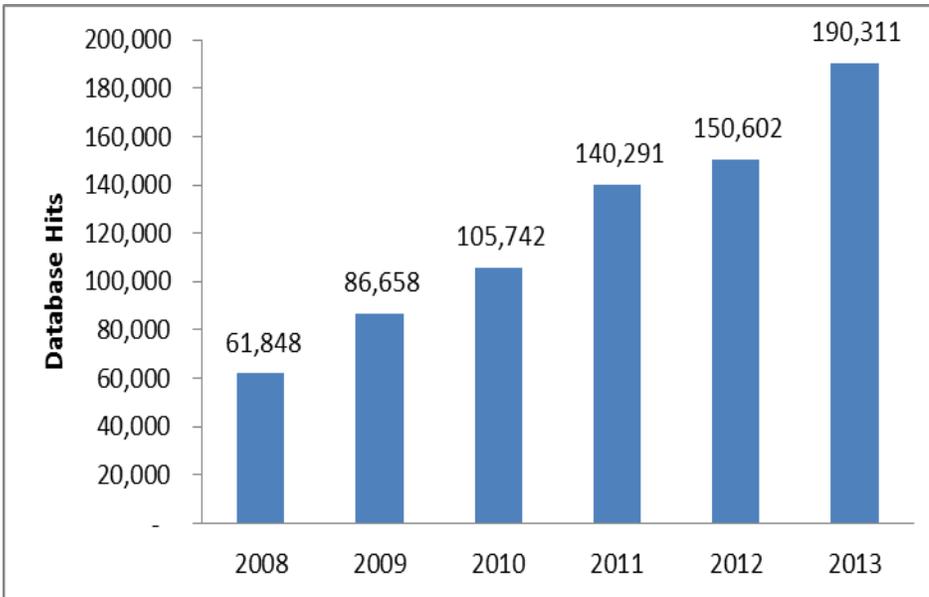
### Service Highlights in 2013

- Overall, 5,188 people were directly connected to volunteer opportunities and services that contribute to a healthy and vibrant community.
- 46,759 hits were made to the Online Volunteer Database.
- 336 people were directly connected to local volunteer positions.
- 220 local youth volunteered nearly 900 hours during the April and May Ontario Youth Volunteer Challenge.
- 815 local volunteers were recognized for their contribution to the community.
- 94 employees from 12 local companies participated in 10 Seeing is Believing Tours / Corporate Volunteer Days of Caring.

## Information Cambridge and North Dumfries – Information and Referral Services

Information Cambridge and North Dumfries, a program of the Social Planning Council of Cambridge and North Dumfries (SPCCND), provides information and referral services at no cost to the general public. It serves as an accessible and confidential link between people and questions or problems and the services designed to meet their needs. Information Cambridge and North Dumfries offers a human services database, specialized directories, and an information line for telephone inquiries. Records are listed under several different categories and include information on a wide variety of community agencies and organizations.

### Number of Database Hits



- The database is currently home to 791 public records of community groups and agencies.
- The number of database hits for 2013 was 190,311.
- The database usage increased by 26% from 2012 to 2013.
- The database usage has increased by 208% since 2008.

Source: Social Planning Council of Cambridge and North Dumfries, Personal Communication, 2014

### Number of Records

| Year | New Records | Total Records |
|------|-------------|---------------|
| 2009 | 28          | 465           |
| 2010 | 11          | 476           |
| 2011 | 138         | 614           |
| 2012 | 28          | 642           |
| 2013 | 174         | 791           |

- Each year since 2009, new records have been added to the community services database.
- Since 2009, a total of 379 new records have been added.

Source: Social Planning Council of Cambridge and North Dumfries, Personal Communication, 2014

Note: Records are the name of the human service organization and the basic information related to that organization.

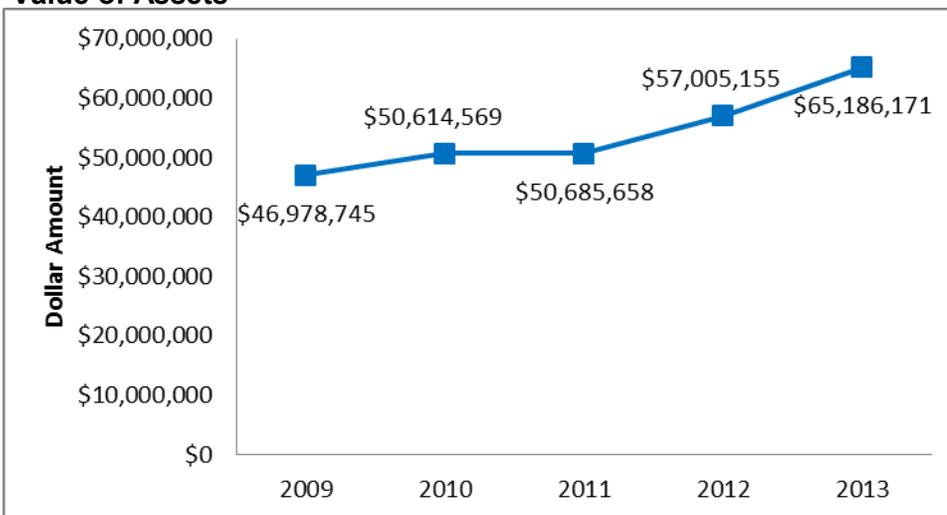
## Serving Kitchener, Waterloo, Wellesley, Wilmot, Woolwich

### Kitchener and Waterloo Community Foundation

The Kitchener and Waterloo Community Foundation improves the quality of life in Kitchener-Waterloo and area, now and for generations to come, by building community endowment, addressing needs through grant making and providing leadership on key community issues.

There are two primary grant intake streams: spring and fall. The spring intake is for the discretionary granting program, the Community Fund. The Community Fund is a project oriented, single year, granting stream supporting projects from \$10,000 to \$60,000. Decisions for Community Fund grants are made by a Grants Committee comprised of volunteer community representatives and decisions are guided by Waterloo Region's Vital Signs. The fall intake receives applications for the Donor Advised and Field of Interest Endowments. After a technical, committee and financial review the applications are sent directly to the donors who decide which ones they would like to support.

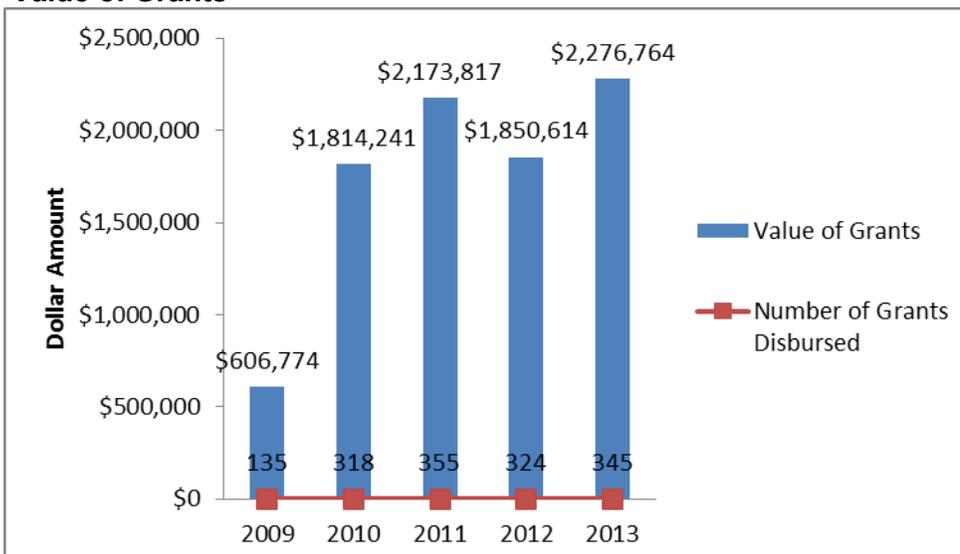
#### Value of Assets



- The foundation's assets at the end of 2013 totalled \$65,186,171.
- This is an increase of 39% or \$18,207,426 from 2009.

Source: Kitchener and Waterloo Community Foundation, Personal Communication 2014

#### Value of Grants



- The value of grants awarded in 2013 was \$2,276,764, an increase of \$426,150 from the previous year.
- A total of 345 grants were awarded in 2013.

Source: Kitchener and Waterloo Community Foundation, Personal Communication 2014

## Kitchener and Waterloo Community Foundation (cont.)

*The Kitchener and Waterloo Community Foundation is a leader in the community and plays a key role in addressing community needs and brings people together to address key community issues through the following leadership programs:*

**Waterloo Region's Vital Signs** is an annual community checkup through which the Kitchener and Waterloo Community Foundation measures the vitality of the region and identifies significant trends across 11 key areas critical to Waterloo Region's quality of life.

**The Centre for Community Knowledge** was developed in response to the “now what?” questions that arose from the Waterloo Region's Vital Signs reports. Inspired by the work of the Toronto Community Foundation, the Kitchener and Waterloo Community Foundation (the KWCF) developed its own interactive philanthropic tool designed to share the region's stories with the local community.

By developing the Centre for Community Knowledge, local non-profits are able to connect with philanthropists who want to make a difference in their community. It allows local organizations to showcase current projects designed to address issues identified in the *Waterloo Region's Vital Signs®* report.

**ENGAGE!KW** is an annual philanthropic leadership program designed to introduce and encourage aspiring community leaders to get involved with Waterloo Region's non-profit and charitable organizations. As a community foundation, the KWCF has the unique opportunity to encourage change for the betterment of our community and a higher-level, more strategic focus on the issues facing the region. They support this community by building, investing and leading. They believe that by **building** capacity in emerging leaders, they are contributing to collective success. They believe that by **investing** in unique learning and hands on opportunities they can inspire. They believe that by supporting people as **leaders**, they will ensure the community will become the place it has the potential to be.

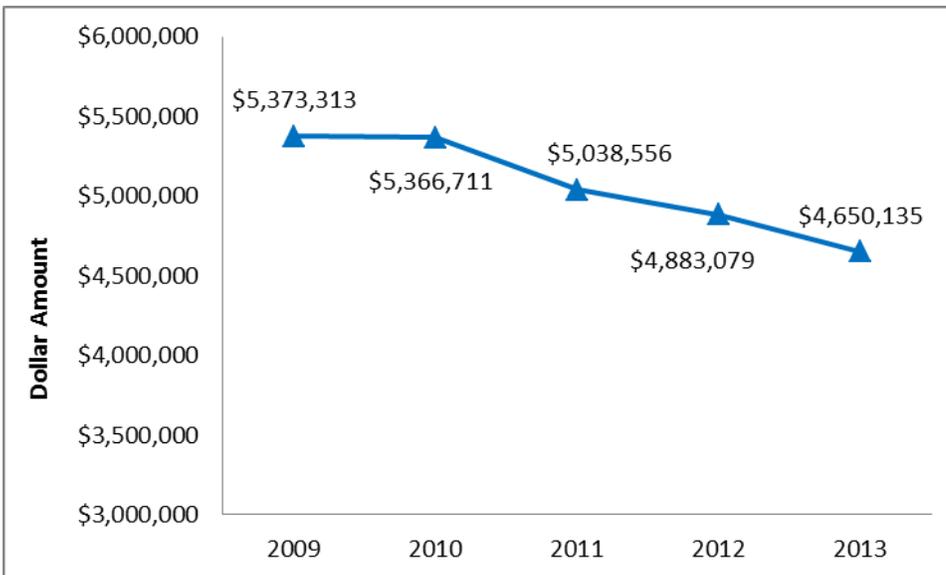
**Random Act of Kindness Day®** Since 2008, Random Act of Kindness Day® has brought Kitchener-Waterloo and other Canadian communities together by engaging citizens in small acts of kindness and generosity. The message is simple; do something nice for someone and ask nothing in return other than that they do something nice for someone else. Part of the beauty of the initiative is that it does not have to cost a cent. Holding a door open, words of thanks and encouragement, telling someone they've done a good job – these are the kinds of acts that citizens 'pay forward' on this special day. #rakday

## United Way Kitchener, Waterloo & Area

United Way Kitchener Waterloo & Area (United Way KW) contributes to community impact by identifying the root causes of key local issues, developing strategies to address them, bringing together the funding and resources needed to get the job done, and then measuring the results. United Way KW serves Kitchener, Waterloo and the townships of Wellesley, Wilmot and Woolwich.

United Way KW takes on a range of roles that contribute to lasting community change. This work includes multi-year investments and one year grants, as well as new and different work such as the Strong Neighbourhoods Strategy and 211.

### Funds Raised



- The decrease in funds raised can be attributed to a number of factors including the loss of some key workplace accounts due to closures since 2008; downsizing or relocation of other workplace accounts; significant competition for fundraising dollars from local, national and international charities; and an increasing number of individuals, families, and corporations setting up their own foundations rather than donating to charity.

Source: United Way Kitchener, Waterloo and Area, Personal Communication, 2014

### Per Capita Donations



- In 2013, in Kitchener Waterloo and area there was an average donation of \$11.40 per capita.
- There is a current philanthropic trend across North America of fewer people giving larger donations. This is true at the United Way of Kitchener, Waterloo and Area. Unfortunately, the increase those donors have made is not enough to offset the loss of revenue from others where companies have closed or people have relocated.

Source: United Way Kitchener, Waterloo and Area, Personal Communication, 2014

## United Way Kitchener, Waterloo & Area (cont.)

Funds are distributed to the community through multi-year investments overseen by United Way KW staff; with the support of over 40 volunteers (Community Investment Team and financial reviewers).

In 2013, there were 79 supported programs through United Way KW's Multi-Year Investments. Investments are assessed with two criteria in mind: program alignment with United Way KW's *Focus Areas* and *Collective Outcomes*, and demonstrated program impact. Supported programs are required to align with one of three *Focus Areas* – *All That Kids Can Be*; *Healthy People, Strong Communities* or *From Poverty to Possibility* – and one associated *Collective Outcome*.

One year grants are assessed along similar lines – alignment with specific grant criteria and program impact. The Forever Fund consists of two investment streams: innovative initiatives for seniors at risk and mental health supports for children and families. The Newcomer Partnership Grants are administered in partnership with the Kitchener Waterloo Community Foundation for the purpose of supporting small grassroots groups from within local cultural communities that address capacity building, foster inclusion and facilitate integration into the broader community.

In 2013 more than half of the multi-year program investments provided services to all three area townships - Wellesley, Wilmot and Woolwich. 95% of these multi-year investments provide services to one or more of the townships.

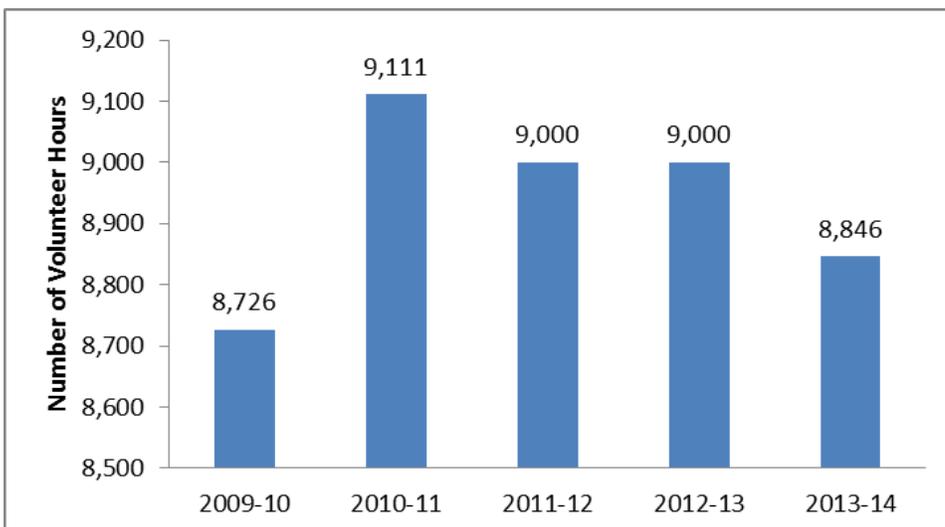
## Serving Wellesley, Wilmot, and Woolwich Townships

### Community Care Concepts of Woolwich, Wellesley and Wilmot

Community Care Concepts provides high quality support services throughout the Townships of Woolwich, Wellesley and Wilmot. This enables seniors and special needs clients to remain as independent as possible in their own homes. Community Care Concepts is a non-profit volunteer based organization.

Community Care Concepts provides support to a diverse population and is responsive to the rural community and the need to deliver services in a different way. Through a community based approach they are able to effectively meet the increasing demands of a large geographic area and smaller population base.

### Volunteer Hours



- The importance of volunteers is critical to operation of Community Care Concepts.

Source: Community Care Concepts of Woolwich, Wellesley and Wilmot

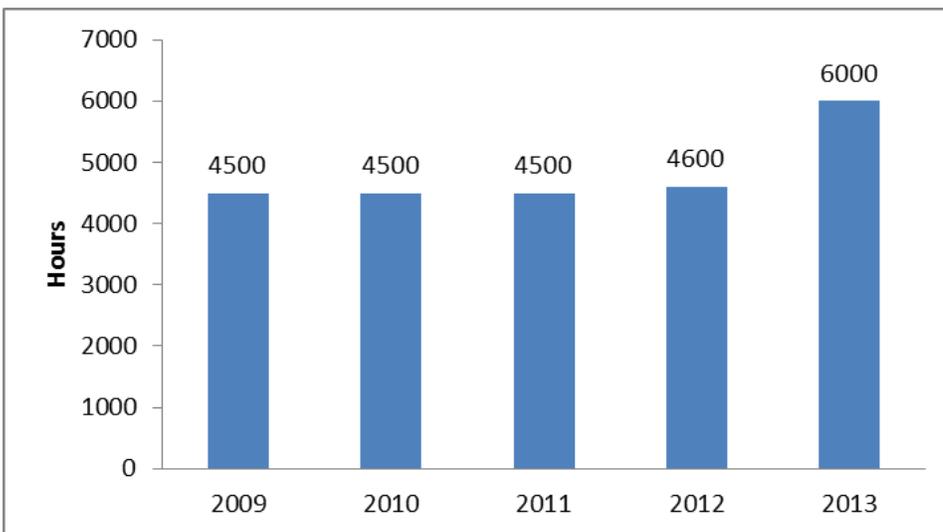
## Serving Wilmot

### Wilmot Family Resource Centre

Wilmot Family Resource Centre Inc. (WFRC) is a non profit charitable organization founded in 1980. The mission is to provide programs of excellence to improve the quality of life of the people of Wilmot and the Township of Wellesley.

Volunteers are a great support to the WFRC and its programs. Volunteers are used extensively throughout the organization. Opportunities for volunteers include the food bank, the clothing closet, special events and fundraising, summer fun day camp, the toy library and supporting the office.

### Volunteer Hours



- Volunteer hours have remained fairly consistent from 2009 to 2012.
- In 2013 there was a 30% increase in volunteer hours.
- A key priority in the WFRC Strategic Plan was to increase the recognition of the role of volunteers in the agency. As a result a focused effort was established to capture the work of the volunteers.

Source: Wilmot Family Resource Centre, Personal Communication, 2014

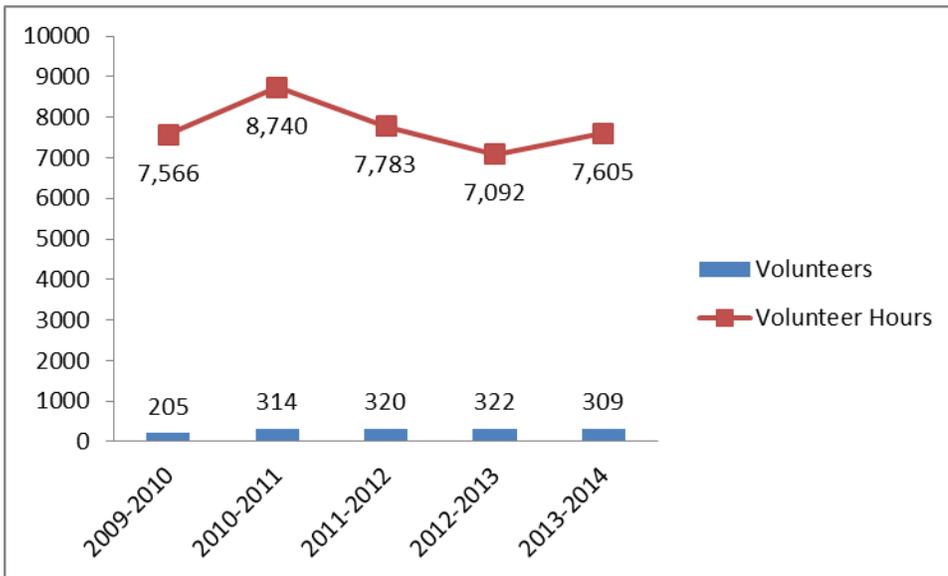
## Serving Woolwich

### Woolwich Community Services

Woolwich Community Services strives to connect people with the programs and services that suit individual needs. Serving Woolwich Township and the northern part of Wellesley Township, they are the place to go for information, support or assistance.

Woolwich Community Services has a number of volunteer positions for individuals interested in helping out in the community. Volunteer opportunities are available with office reception, Care-Ring Drivers, Food Hampers, Thrift Shop, Board of Directors, Family Violence Prevention, St. Jacobs Family Support Centre, Youth Centre, Christmas Goodwill and Special Event Fundraising.

### Volunteers and Volunteer Hours



- In 2013-2014, 309 volunteers worked an average of 25 hours each.

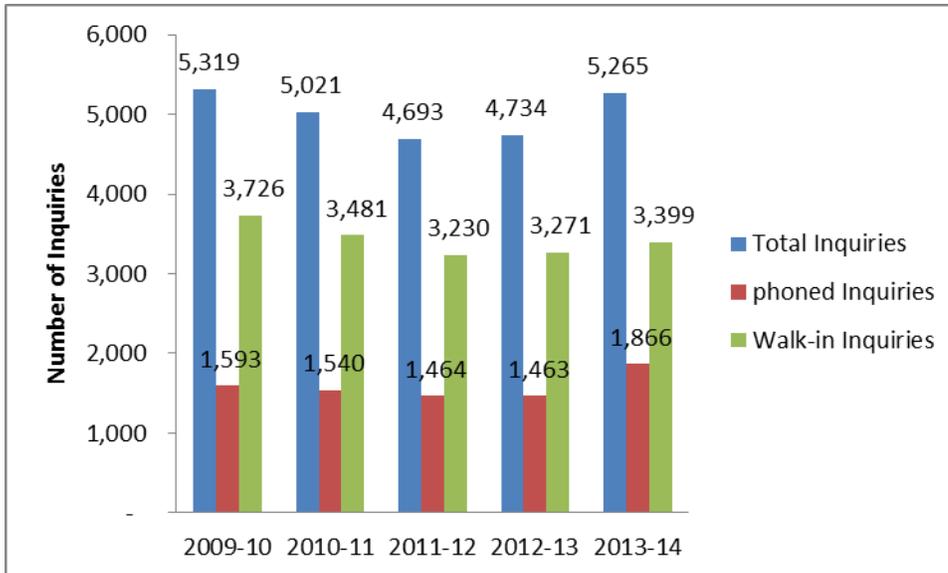
Source: Woolwich Community Services, Personal Communication, 2014

## Woolwich Community Services Information Centre

The Woolwich Community Services Information Centre has staff and trained volunteers who can answer almost any question the general public may have. Information ranges from all levels of government, health and social services to local activities and events in the community.

Additionally there are application forms for Birth Certificates, Social Insurance Numbers, Ontario Health Insurance, Canada Pensions and Old Age Security, Unemployment Insurance, Passports, and Non Profit Housing. Staff are available to assist with the completion of forms both online or by paper copy.

### Inquiries



- On average there has been an average of 5,006 inquiries per year.
- The number of phone inquiries in 2013-14 has increased by 17% from 2009-10.
- The number of walk-in inquiries in 2013-14 has decreased by 9% from 2009-10.

Source: Woolwich Community Services, Personal Communication, 2014

Thank you to all of the organizations who have contributed data to this publication. Without your support this publication would not be possible.

- Cambridge and North Dumfries Community Foundation
- United Way of Cambridge and North Dumfries
- Information Cambridge and North Dumfries
- United Way Kitchener, Waterloo & Area
- Kitchener and Waterloo Community Foundation
- Community Care Concepts of Woolwich, Wellesley and Wilmot
- Wilmot Family Resource Centre
- Woolwich Community Services

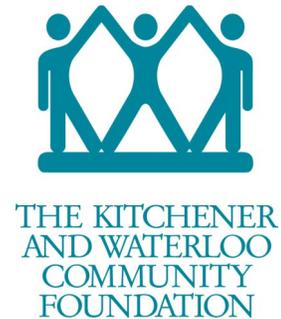
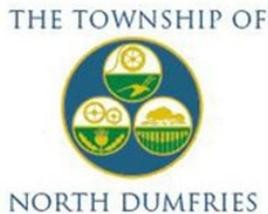
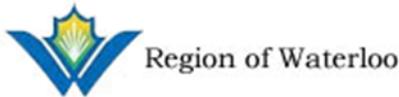
For more information on the data provided by these organizations, please contact them directly.

## References

[1] Canada Revenue Agency (2014). Charities Listings. Retrieved from: <http://www.cra-arc.gc.ca/ebci/haip/srch/advancedsearchresult-eng.action>

[2] Social Enterprise Council of Canada. Retrieved from: <http://www.soicalenterprisecanada.ca/>

We would like to acknowledge and thank the ongoing support of our funders, without which this publication would not be possible.



### Complete List of Community Trends

#### Documents from SPCCND

Community Social Profile - Cambridge and North Dumfries  
 Community Social Profile - Wellesley, Wilmot and Woolwich

- Arts, Culture and Recreation
- Community Assets and Participation**
- Community Safety
- Community Supports
- Employment and Income
- Food Security
- Housing Stability
- Transportation

For more information about this paper or related research, please contact:

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