

**Recognizing core supporters  
with thankfulness:**

Members and Donors,  
United Way of Greater Victoria,  
and the Municipalities of Victoria,  
Esquimalt, Oak Bay and Saanich.



**Recognizing program and project supporters  
with thankfulness:**

Association of Family Serving Agencies  
BC Housing  
Canada Mortgage and Housing Corporation  
CEDCO Victoria  
Coast Capital Savings Credit Union  
Ann Geddes  
International Development Research Centre  
Shaw TV  
SPARC BC  
The J.W. McConnell Family Foundation  
The Royal and McPherson Theatres Society  
Thrifty Foods  
United Way of Greater Victoria  
VanCity  
Vancouver Island Health Authority  
Victoria Real Estate Board  
WCG International Ltd.

BC Government Employees Union  
Caledon Institute of Social Policy  
Capital Regional District  
City of Victoria  
Food Bank and Soup Kitchen Coalition  
Human Resources Development Canada  
KPMG  
Shine\*ola Communications  
Sue Stovel  
The Ocean/Jack FM  
The Victoria Foundation  
Times Colonist  
University of Victoria  
Vancouver Foundation  
Vibrant Communities  
Victoria Regional Transit Commission



**Community Council**

*The Community Council seeks not only to reduce poverty.  
It also seeks to improve the quality of life for all members  
of BC's Capital Region. The Community Council  
understands the need for a healthy economy –  
within the context of social and moral limits, and  
with respect for the environment and human well-being.  
The core of its work is both simple and profound:  
to build a world in which caring for and about people is a priority.*

Sherri Torjman,  
Vice President, Caledon Institute of Social Policy



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Bringing people together  
to create solutions in the areas of homes,  
paid work and community connections  
in BC's Capital Region.

Community Council  
1144 Fort Street, Victoria BC V8V 3K8  
Tel: (250) 383-6166 Fax: (250) 385-6712  
Email: [info@communitycouncil.ca](mailto:info@communitycouncil.ca)  
Website: [www.qolchallenge.ca](http://www.qolchallenge.ca)

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**Annual Report  
2003-04**

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**MANDATE**

The purpose of the Community Council is to improve the quality of life for everyone in British Columbia's Capital Region, particularly the people who are disadvantaged due to poverty and distress.

The Community Council:

- is a catalyst and leader in bringing people together to create a just and vibrant community;
- develops and enhances opportunities and programs for public participation and collaboration that create effective solutions to issues related to quality of life and social planning in our region;
- disseminates knowledge to the public about trends and issues related to social planning and quality of life in our region through such activities as public events and the publication and distribution of educational literature and materials



**Board of Directors 2003-04**

Sandra Bjola (president), Angus Bramadat (deceased), John Briggs (treasurer), Nicole Chaland, Jo Ann Clar, Arlene Galloway Ford, Gilda Good, Jennifer Hill, Jenny Holder, Isobel Mackenzie, Emily MacNair, Bill McElroy, Barb McLintock.

**Committees, Steering Groups and Task Forces**

share leadership and responsibility for the direction and oversight of Community Council initiatives. These leadership teams are made up of volunteers - concerned citizens who often officially represent businesses, government agencies or community organizations. This commitment of skills and time moves forward the work that is strengthening our community.

**Some Volunteers with Community Council Initiatives**

Sydney Adair, Erin Alexander, Bev Andersen, Joe Artibise, Theresa Aspol, Maggie Barrett, Shirley Bassett, Linda Beare, Dettel Beck, Bonnie Benning, Jennifer Bilsbarrow, Monica Blaise, Pam Bosmans, Rod Braithwaite, Kim Breiland, Leslie Brown, Nicole Burgess, Pat Caporale, Kim Carver, Joyce Charlton, Barbara Clerihue Carter, Andrea Clark, Sean Chace, Chris Coleman, Sue Coneys, Kezia Cowtan, Gaya Cutler, Mavis DeGirolamo, Sarah Dingle, Linda Dompierre, Maureen Duncan, Doug Durand, Candis Elliot, Susan Engel, Tim Ewanchuk, Jim Ferguson, Jen Fitterer, Rob Fleming, Shane Ford, Tom Fraser, Lee Fuge, Marria Gauley, Linda Geggie, Kathleen Gibson, Sarah Glenn, Chris Goldburn, Daphne Goode, Gloria Grant, Irene Haigh-Gidora, Lori Hamar, Holly Harding, Moira Hauk, Lynn Hedley, Cindy Heseltine, Jim Holland, Paul Holmes, Lorie Hrycuik, Helen Hughes, Henry Kamphof, Zhila Kashaninia, Colleen Kasting, Al Kemp, Lee King, Kris Klusmeier, Jozica Kolarich, Patricia Lane, Debbie Leach, Sheila McCulloch, Judith McDowell, Kathleen McMullin, Jean McRae, Lynne Marks, Donna Miller, Frank Mitchell, Frank Moreland, Linda Mulhall, Holly Nathan, Adam Newton, Trudy Norman, Brigit O'Leary, John Olafson, Paul Paterson, Danella Parks, Lesley Patten, Lynda Patterson, Lianne Peterson, Chris Poirier-Skelton, Karen Ramsay, Herman Rebneris, Jeff Reckon, Pat Reichert, Bill Reid, Rob Reid, Shannon Renault, Jeani Reynolds, Amelia Ridgeway, Louise Rose, Dorothy Rosenberg, Janis Ruel, Anne Russo, Justin Schmid, Ramona Scott, Martin Shore, Brian Sikstrom, Diana Smith, Wayne-Robert Springer, Cliff Stainsby, Don Storch, Sue Stovel, Norma Strachan, Dennis Suwala, Beryl Swan, Jeremy Tate, Bill Taylor, Geoffrey Thornburn, John Tucker, David Turner, Bruce Wallace, Sheila Walker, Sarah Webb, Rob Wickson, Kim Wildfong, Glen Wilson, Kirsten Young, Maureen Young, Wendy Zink

**Staff**

Mabel Jean Rawlins-Brannan, Executive Director; Christina Peacock, Communications Manager; Christine Coates, Office Manager; Jane Worton, Researcher; Ruth Underhill, Employer Liaison; Andrea Wilmot, Communications Coordinator; Coreen Weizel, Communications Assistant; Cathy Martin and Jill Symonds, Research Assistants; Chris Foster, Coordinator; Michele Haddon, Facilitator; Janine Bandcroft, Communications Assistant;

**Consultants, Casual Staff and Students**

Kirstin Humpherys, Maeve Lydon, Arlene Wells, Karasima Brands, Sue Coneys, Kim Breiland, Lynn Gray, Nick Standeven, Meghan Jezewski, Shine\*ola Communications, Access Unlimited Consulting, Wave Consulting Ltd., India Ink, T - L Associates, and Myriad Advertising and Promotional Design



*President's Report 2003/04*

2003/04 was another year of learning and growth for the Community Council. Significant effort was placed on managing the changes that have come along with the successes of the Quality of Life CHALLENGE. To this end, the Board and staff focused on improving management systems, organizational structure and Board governance policies. The Board reviewed its Strategic Plan, reaffirming many of the elements that have made the Community Council what it is, but also recognized the need to "step it up a notch" in our research capabilities, simplifying the messaging and improving the use of technologies to get the word out. With this road paved, I am confident the Community Council will be ready for another year of discovery and collaborative problem solving to create the systemic change needed for improving the quality of life for everyone in BC's Capital Region in the long term.

This has been my second and final year serving as President of the Community Council. I would like say thank you to the staff, Board and other volunteers for making this a great opportunity for personal learning and growth. I would also like to thank the many members and partners who continue to support the direction we are headed. Together, we are emerging from the "small but mighty force" image. We are becoming a large and tightly connected network caring for our community.

Sandy Bjola  
President  
September 2004



**Susan Stovel, Chair  
Steering Working Group**

The Quality of Life CHALLENGE is a bold new way to bring the community together. In the past year the CHALLENGE has expanded and evolved, engaging over 600 people in a variety of ways. Their excitement, creativity and commitment are transforming the ways of working in this community -

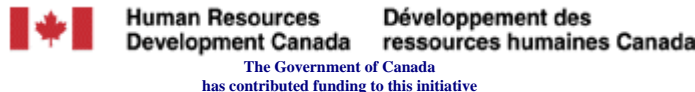
generating hope for tangible results. Focused on sustainable incomes, affordable housing and community connections we are moving toward a vibrant quality of life for all. We are learning from each other that sharing resources, power, information and leadership builds our region's capacity for the long term. Including people who experience the issues first-hand helps us create more sustainable solutions.

Those who are committed to the CHALLENGE cannot accept poverty in this community. They want to make a difference and believe solutions can be found. One person now reflects that because of the CHALLENGE, "I have more courage to dream, to think big and to know it can actually happen if you want it to." A significant move forward was the development of an inclusion policy that frames how we value, engage and learn from people who are living on a low income. Their input is essential to ground our decision-making and actions.

A huge thank you: To the members of Working Groups and Task Forces for their commitment, hard work and thousands of volunteer hours. And to the staff for their expertise, sense of humour and dedication which moves this bold endeavour forward. And thank you to our Leadership Partners and supporters.

There are defining characteristics of the Quality of Life CHALLENGE – ambitious goals, extensive collaboration, innovation, a "can do" attitude, inclusion, synergy – but overall it is about valuing people's commitment and the strengths in this community and hope for the future.

**Leadership Partners in the Quality of Life CHALLENGE:**



**COMMUNITY SOCIAL PLANNING COUNCIL OF GREATER VICTORIA  
General Fund**

Statement of Operations and Net Assets

Year ended March 31, 2004, with comparative figures for 2003  
(Unaudited)

	2004	2003
<b>Revenues:</b>		
Grants:		
United Way	\$ 41,862	36,618
Inter-Municipal Committee	39,627	31,616
	<u>81,129</u>	<u>68,234</u>
Income generation:		
Publication sales	-	454
Fees for service – other organizations	2,175	400
Memberships	3,454	4,167
Donations	<u>2,112</u>	<u>4,978</u>
	7,741	9,999
Administrative:		
Interest	<u>1,621</u>	<u>1,311</u>
	1,621	1,311
<b>Total Revenues</b>	<b>90,491</b>	<b>79,544</b>
<b>Expenses:</b>		
Personnel:	88,033	93,719
Overhead (note 5):	870	1,725
Administration (note 5):	12,512	8,124
Program Operation:	7,595	5,053
<b>Total expenses</b>	<b>109,010</b>	<b>108,621</b>
Excess of expenses over revenues	(18,519)	(29,077)
Net assets, beginning of year	52,656	38,515
Fees for service charged to projects (note 6)	57,943	43,168
Transfer from (to) Projects Fund	(10,000)	50
<b>Net assets, end of year</b>	<b>\$ 82,080</b>	<b>\$ 52,656</b>

Complete Financial Statements with notes, prepared by KPMG, are available upon request from the Community Council.

## ***Sustainable quality of life for everyone***

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*Sue Stovel, chair, CHALLENGE Steering Working Group; Mark Cabaj, Vibrant Communities & Tamarack Institute for Community Engagement; Patricia Lane, Steering Working Group; Geoff Thornburn, Steering Working Group and chair, Measures & Indicators Working Group.*



### ***Homes***

Goal: Housing is improved and poverty reduced because all sectors take action to address housing concerns of low income households.

Some achievements: Unique collaboration with Housing Affordability Partnership for a Regional Housing Affordability Strategy (see next page). 1500 free copies distributed of research report on local housing realities for low income households.

*"The Making Room publication has opened people's eyes to some housing realities and their solutions. The affordability crisis is a crisis for the whole community to solve."*

Glen Wilson, developer, Searidge Consulting Ltd;  
Urban Development Institute representative to Housing Affordability Partnership.

### ***Sustainable Incomes***

Goal: More people have sustainable incomes because all sectors take action to address employment concerns of people living in poverty.

Some achievements: Local employers champion shifts in employment practices in order to improve quality of life for employees. "employee CHALLENGE" e-newsletter distributed every 2 weeks to 1500 employers. Full time Employer Liaison hired

*"I challenge all businesses in the Capital region to join with Coast Capital Savings to identify how our companies can participate in the CHALLENGE."*

Lloyd Craig, CEO, Coast Capital Savings

### ***Community Connections***

Goal: Recognize and celebrate those who are working together to improve the quality of life in this region.

Some achievements: Community Celebration 2003 with collaborative performances by local artists and community groups, attended by 600 people. NUMBER CHALLENGE decals given to those who have taken up the CHALLENGE. 350 stories show how groups of people are enhancing quality of life in the Capital Region. 6 Quality of Life 2003 Awards publicly presented.

### ***Measures and Indicators***

Goal: develop a system to identify, measure, analyse and report on Quality of Life in BC's Capital Region.

Some achievements: New data gathered on quality of life indicators. Environment, economic development and social planning leaders working together to understand local interdependence of quality of life issues.



***Housing Affordability Partnership (HAP)***

Co-chairs: Lee King, CMHC and Glen Wilson of Urban Development Institute

The Housing Affordability Partnership (HAP) is a unique multi-sector partnership of housing stakeholders. HAP's strategic objective is to promote positive change supporting housing affordability and choice in BC's Capital Region. Playing an influential role at a critical time, HAP's focus has been to promote the implementation of recommendations of the final report of the CRD's Regional Housing Affordability Strategy (RHAS).

*Some Achievements:*

Participation on Steering and Advisory Committees of the Regional Housing Affordability Strategy. Presentations to provide information to local municipal Councils, CRD Board and Regional Planning Committee. Increased public awareness of housing affordability issues and solutions Housing Affordability Week in October through public forum, local governments proclamations and three-page newspaper inserts.

***BC Transit Ticket Assistance Program***

Transportation connects people with their means of livelihood, goods and services, family and friends. Transportation plays a critical role in ensuring that we have a socially inclusive community and public transportation is central to an effective, comprehensive and sustainable transportation system.

Free bus ticket use in 2003:

22% to assist people to get to food banks, find shelter or clothing (up from 16% the previous year).

22% employment related e.g. job search, interviews, until first pay cheque

*Some Achievements:*

Victoria Regional Transit Commission provides 20,000 free tickets to the program.

Approximately 40,000 tickets distributed free to people with urgent transportation need by up to 30 social service agencies. Made a Submission to Public Transportation Hearings (November 2003) using data from Ticket Assistance Program. However, in April 2004, fares increased, having an impact on the social service agencies purchasing tickets through the BC Transit Ticket Assistance Program.

*Some members of the Sustainable Incomes Working Group of the Quality of Life CHALLENGE:*

*Front row: Ruth Underhill, Employer Liaison; Nicolle Burgess, Chair;*

*Back row: Sheila Walker, Spectrum Job Search; Cathy Martin, Task Force Assistant; Joe Artibise, HRDC; Wayne Springer, Community Council member; Lesley Patten, ASPECT.*



***Membership***

The Community Social Planning Council of Greater Victoria is an independent, community-based not for profit society. It is a registered charity and long time member agency of the United Way of Greater Victoria.

Membership in the Community Council is an indicator of support for the mission and work of the organization. Membership is open to any person or organization. In 2003-2004 there were 110 members: 61 Individuals, 32 social service agencies, 12 businesses and 5 government agencies

Many members of the Community Council also provide leadership and participate in Community Council initiatives. Members also support the organization through their donations.

***Financial Report***

**John Briggs, Treasurer**

The Treasurer, with the Finance and Sustainability Committee, took responsibility for increasing the capacity of the Community Council's management systems to keep pace with the growth of the organization and its budget. We moved to outsource our bookkeeping and to contract with KPMG to prepare audited financial statements. Although this presented some challenges related to tracking various accounts in transition, the results were good. We are financially sound and generally have good controls in place. The hard part is over, so next year should be much easier on the staff and auditors.

**Community Council Publications and Info Sheets**

*Baseline Assessment of Food Security in British Columbia's Capital Region*,  
March 2004

*Community Reconstruction*, Full and Summary Reports of the impact of government changes on community, June 2003, February 2004, June 2004

*"the employer CHALLENGE"*, e-newsletter with information on human resource policies that work and case studies of local employers. Bi-monthly since April 2004.

*The Indicator*", joint newsletter of Quality of Life CHALLENGE & Community Council.

*Making Room: The Human Face of Housing Affordability in BC's Capital Region*,  
October 2003

*Measuring Poverty*, June 2003

*The Poverty Matrix: Dynamics of Need and Priority Areas for Action*, May 2003

*Capital Region Food Resource Directory*, 2003

*Housing Affordability in BC's Capital Region – Info Sheets on Seniors, Homeless, Families, People with Disabilities, Youth, Housing Links*; May 2002

*Poverty and Inequality in the Capital Region of BC, A Report of the Capital Urban Poverty Project*, University of Victoria, 2000

*Quality of Life in BC's Capital Region*, Community Council, 1999



**Informative websites:**

***communitycouncil.ca***  
***golchallenge.ca***  
***vibrantcommunities.ca***

*Vancouver Island Health Authority (VIHA) takes up the housing CHALLENGE.*

*Patricia Lane of the CHALLENGE Steering Working Group recognizes VIHA's partnership in one of many housing projects they support.*



**Community Reconstruction Project**

Arlene Wells, Coordinator

Initiated by the Community Council and funded by the United Way of Greater Victoria, the Community Reconstruction research project is tracking the impacts of provincial government changes over three years on people who need social and health services in the region. A Steering Committee of diverse stakeholders guides the initiative.

Some Achievements:

Three reports completed and mailed to 3000 contacts:

*The New Era: The Tip of the Iceberg*, June 2003

*Warning for the New Era: Citizens are at Risk*, February 2004

*Thin Ice: New-Era Conditions for Our Community*, June 2004

*The climate of uncertainty that is now pervasive throughout the Capital region's social service agencies is leaving the entire community on thin ice when it comes to being able to support and care for our most vulnerable citizens.*

*From Third Summary Report of Research Findings, June 2004*

"Warning for a New Era" made headlines and was covered by the Times Colonist, ShawTV, the Q, CFAX Radio, CBC radio and Radio Canada Television. The Honourable Stan Hagan, Minister of Human Resources, invited the Community Council to discuss the findings and possible solutions. Dialogue with his ministry continues.

**Capitol Region Food And Agriculture Initiative Roundtable  
(CR FAIR)**

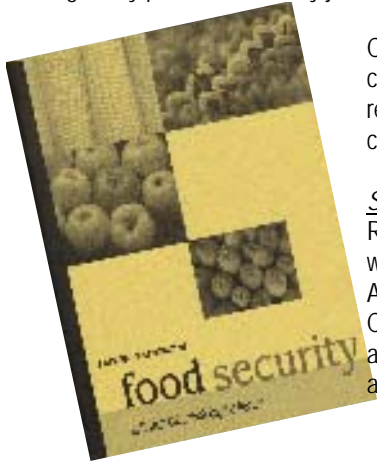
Chair, Tim Ewanchuk

CR-FAIR has a vision of a sustainable and secure local food and agriculture system that provides safe, sufficient, culturally acceptable, and nutritious food accessible to everyone in BC's Capital Region through dignified means. In a food secure community, the growing, processing and distribution of healthy, safe, food is economically viable, regionally produced, socially just and environmentally friendly.

CR-FAIR is working to establish a regional food policy council of municipal and regional decision-makers, retailers, food producers and processors and concerned citizens.

Some Achievements:

Regional baseline data is now available. New research was completed and published in the Baseline Assessment of Food Security in British Columbia's Capital Region. Local food security information is available through info sheets that include options for action.



**Food Bank/Soup Kitchen Coalition**

Chair, Robin Krause

For over a decade emergency food providing agencies have collaborated in an efficient, transparent way to purchase up to \$40,000 worth of food annually through revenues from Esquimal Bingo Bingo. Provincial Gaming Policy changes have made this Coalition ineligible to access gaming funds. While some member agencies in the Coalition have been able to make other arrangements with the Gaming Commission, others have not. The latter group will have less capacity to meet the increasing demand to serve people with urgent food needs.

**Association of Family Serving Agencies (AFSA)**

AFSA is committed to ensuring a healthy community for families in BC's Capital Region. AFSA provides planning, networking, representation and education for more than 50 family serving agencies, government offices and individuals. In the past year AFSA organized speakers and workshops to provide unique opportunities to connect with a broad range of people who work in the field of family services.

**Common Ground  
Community Mapping**

Chair, Tim Elkin

Common Ground provides mapping and learning resources and opportunities to schools, neighbourhoods and communities wishing to undertake sustainable community development projects. Common Ground has had another active year working on community and green mapping, greenways development and a public resource as part of GroundWorks Learning Centre.



Some Achievements:

Victoria Neighborhood Greenways project was completed, plus the Greenways Learning Series. Over 250 people attended community walkabouts, green design, mosaic and neighborhood development events. Common Ground facilitated Victoria West Visions project and James Bay Village Renewal Neighborhood development including greenways. Victoria and Region Community Green Map was completed and Victoria Community Green Stories booklet published. With Cuba, Brazil and the International Green Map System, the Mapas Verdes- Common Ground/Tierra Comun Americas Mapping project was launched. A Community Green Map paper was presented with the University of Victoria Geography Department at International Environmental Education Conference in Havana, Cuba. GroundWorks Learning Centre was supported and VanCity funding secured for 2004-2007.

*The Community Social Planning Council of Greater Victoria,  
the sponsor of CRUNCH plus many other action-oriented studies,  
has worked behind the scenes to bring together different interest groups  
to improve life in the downtown.  
Not content with meticulous research, the Council works with community partners to  
raise public awareness of the implications of their research  
so that they take suitable measures to address the issues.  
I say BRAVO to all our unsung heroes.*

Bernice Levitz Packford  
Women of Distinction 2004 Nominee for Lifetime Achievement  
At Downtown Victoria 2020 Conference, November 2003