



ANNUAL REVIEW 2023

Let's help each other.
Make your giving go further.



The County
FOUNDATION





ABOUT THE COUNTY FOUNDATION

The County Foundation is a local charity in Prince Edward County that aims to create a vibrant and inclusive community.

Our Vital Signs data identifies the needs in the County and we use this information to direct donations where they can have the greatest impact on our community's well-being.

By working together, we can build a place where everyone belongs.



The County Foundation has 3 core activities:

VITAL SIGNS DATA

Producing Vital Signs reports to inform decision-making related to community well-being

FUNDS & GRANTS

Creating funds for charitable purposes and helping to distribute grants in the community

COLLABORATIVE ACTION

Working with partners to support positive, community-led action in Prince Edward County



What is a community foundation?

Community foundations exist to improve quality of life for people in a specific geographic area, highlighting the greatest needs and engaging the community to understand and fund those needs.

FOUNDATION TEAM

Our committed and caring staff members are dedicated to making a difference in our community through our work with donors, local organizations, and residents.

STAFF

DOMINIQUE JONES
EXECUTIVE DIRECTOR

ANNE VANVLACK
VITAL SIGNS COORDINATOR

GILLIAN ARMSTRONG
GRANTS & COMMUNICATIONS ADMINISTRATOR

“Our community is very fortunate to have an organization like The County Foundation that supports initiatives that directly benefit residents of Prince Edward County.”

Barinder Gill, Executive Director of The Prince Edward Health Team

Our Board members generously volunteer their time, expertise and community knowledge to help guide our work.

BOARD OF DIRECTORS

HOWARD WHITTAKER
BOARD PRESIDENT

LINDA CONLEY
MEMBER

BRIAN BEILES
PAST PRESIDENT

JANE LESSLIE
MEMBER

KEVIN KELLY, CFA
TREASURER

SARAH MOFFATT
MEMBER

TERI MCNAIR
SECRETARY

BRAYDON SCULLY
MEMBER



REFLECTIONS ON 2023

MESSAGE FROM THE EXECUTIVE DIRECTOR AND BOARD PRESIDENT

In the face of economic challenges in 2023, The County Foundation stood steadfast in its commitment to support community groups and aid the families and individuals residing and working within Prince Edward County.

Throughout the year, the Foundation proudly facilitated over \$2.3 million in grants, focusing on healthcare, educational scholarships, farmland preservation, arts and culture, sports, recreational activities, and food security. Notably, we played a crucial role in organizing and overseeing the Municipality's Financial Relief program, impacting over 500 local individuals and families.

Our endeavors would be unattainable without the generous contributions, legacies, and financial support provided by our donors, collaborators, and benefactors. This year saw the introduction of new educational and donor funds, and legacies from generous County supporters the late Wynne Thomas, and the late Doug and Kathy MacPherson. With these community investments, our fund portfolio witnessed significant growth, now valued at upwards of \$8 million.

Last autumn, we convened a public meeting at the Regent Theatre where we introduced the latest Vital Signs report. Placing an emphasis on the themes of belonging, diversity, and inclusivity, this report drew the largest public attendance to date with over 200 people present.

Lastly, we express our sincere gratitude to Brian Beiles, who, after a six-year tenure as President of the County Foundation's Board, has resigned from his role. We are thankful that Brian will continue his involvement on the Board of Directors, and we deeply value his ongoing commitment to our community. In addition to Brian, we acknowledge and appreciate all the support of the full Board of Directors, staff, and volunteers who contribute to The County Foundation's work and vision.



HOWARD WHITTAKER
BOARD PRESIDENT



DOMINIQUE JONES
EXECUTIVE DIRECTOR



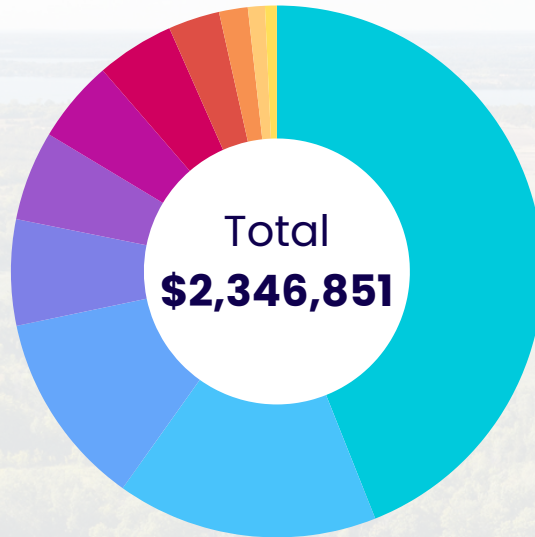
Howard &
Dominique at
Vital Signs
2023 Launch

2023 Granting Highlights

Numbers from Calendar Year



Areas of Granting in 2023



Health & Human Services	\$1,031,848
Poverty Reduction	\$372,600
Housing Issues	\$278,710
Social Impact	\$151,095
Education & Youth	\$128,137
Arts & Culture	\$117,886
Food Security	\$111,117
Community	\$73,402
Agriculture	\$41,000
Environment	\$24,311
Recreation	\$16,743

Since its inception in 2008, The County Foundation has facilitated **over \$6.5 million in grants** to community organizations, focusing on the needs and sectors important to donors.



Neighbourhood Small Grants



In 2023, The County Foundation launched a pilot small grants program that supports projects and events that make our community a better place to live.

Projects that have taken place so far include: a Neighbourhood Social Party for Fry Road; Our Place: a concert event celebrating women musicians; and Films on the Green, an outdoor presentation of the film *Encanto*.

Vital Signs 2023 highlighted that we all experience the human need to connect. Feeling lonely impacts both our mental and physical health. Events that bring us together are essential to public well-being.



**Ask yourself:
What would make
your community
a better place
to live?**



Deborah Walters

Hailey Clay

2023 Granting Highlights

Numbers from Calendar Year



DONOR ADVISED GRANTS

Donors give to the causes they care about with guidance from our team

\$1.1 million



THE HUFF FAMILY FUND GRANTS

An investment in the future of Prince Edward County

\$250k



NEIGHBOURHOOD SMALL GRANTS

Supports people who want to make their communities better places to live

\$8k

500 households in PEC received a relief grant in 2023



MUNICIPAL COMMUNITY GRANTS

Support local charities and service orgs with programs & projects

\$240k

Funded by the Municipality & administered by The County Foundation

MUNICIPAL FINANCIAL RELIEF GRANTS

Property tax and water & wastewater relief for low-income households

\$372k

MUNICIPAL AGRICULTURAL GRANTS

Community support to agricultural sector

\$31k



INVESTMENT READINESS PROGRAM

Supports social purpose orgs as they strengthen Canada's social finance market while supporting their communities.

FEDERAL PROGRAM

Canada

\$470k



COMMUNITY SERVICES RECOVERY FUND

Assist community service organizations during their pandemic recovery

FEDERAL PROGRAM

Canada

\$192k



STUDENT SCHOLARSHIPS

Scholarships & bursaries awarded in several subject areas

\$45k

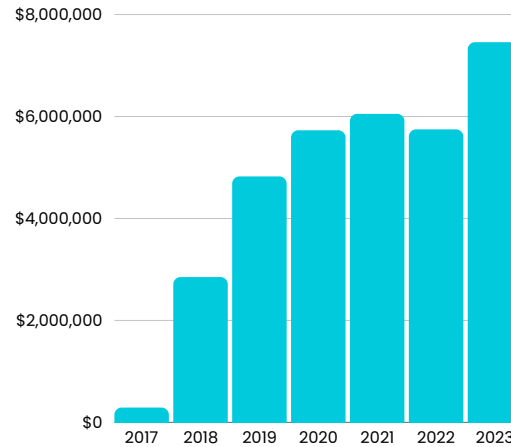
“With this credit, I feel like we are being seen and heard. Often, we feel forgotten by our community and are left to pick up the pieces by ourselves. Our bills keep rising, but my income does not.” Anonymous Relief Grant Recipient

2023 Financial Management

Numbers from
Fiscal Year
(July 2022 to June 2023)

Funds under Management

Year	Value	# of Funds
2023	\$7,458,022	33
2022	\$5,747,955	29
2021	\$6,052,083	31
2020	\$5,729,737	30
2019	\$4,824,569	24
2018	\$2,850,426	27
2017	\$290,320	20



Income Sources

Project Management	\$24,709
Investment Income	\$63,866
Philanthropic service and investment management fees	\$68,400
Donations	\$75,128
Grants	\$95,857
TOTAL	\$327,960

Total Assets	\$7,971,175
Total Operating and Governance	\$223,390
Administrative Ratio of total assets	2.80%

The County Foundation began its journey with a single fund valued at \$125,000, generously provided by the visionary founders back in 2008. Their pioneering gesture has left a lasting imprint, inspiring others invested in the welfare of Prince Edward County to join in, continuing to uplift our community.

We extend heartfelt gratitude to all the compassionate individuals who contribute through The County Foundation, enabling us to pursue our mission and make a meaningful difference.



Typical administrative ratios fall between 2.5%-4% for community foundations serving population sizes similar to Prince Edward.



PRINCE EDWARD COUNTY'S
VitalSigns.

Full reports & data available at:
www.PECdata.ca

Vital Signs™ is part of a Community Foundations of Canada national initiative, presenting local data that point to the health and vitality of communities across Canada. The County Foundation uses the data from Vital Signs to direct donations where they can have the greatest benefit in Prince Edward County.

**Vital Signs
Priorities**

- Community
- Economy
- Education
- Environment
- Food Security
- Health
- Housing
- Safety
- Transportation

**BUILDING
BRIDGES OF
*Inclusion***

On October 4th 2023, The County Foundation launched our interim Vital Signs report titled "Vital Signs 2023 - Building Bridges of Inclusion" at The Regent Theatre in Picton.



2023 Report Highlights



Rapid Population Change

The County saw a **77%** increase in new residents (**6,240 people**) from 2016 to 2021. There is also an increase in the number of people leaving the community (**5,271**).



Living in Poverty

About **10 to 13.5%** of our community live on low income which would be an after tax income of less than \$36,000 annually. This would mean that up to **3,500 people** in the County are living on low income.



10 Years of PEC's Vital Signs

In 2013, the inaugural County Foundation Vital Signs report revealed significant community challenges: low grade 12 graduation rates, widespread food insecurity, and inadequate public transportation. Despite initial pushback, this report spurred collaborative action in these areas. These efforts have since generated over \$2.2M in funding. Notably, the Getting Around Transportation Collective launched a public transit system, the Greater Than Youth Collective has boosted educational attainment, and the Food Collective supports local partners in addressing food security.

The upcoming 2024 Vital Signs report will reflect on the past decade, current priorities and data, and anticipate challenges for the next decade.



Our Vital Impact: Working Together

Let's help each other.

We can't do our work alone.

Our goal is to improve the lives of present and future generations in Prince Edward County by working together to build a place where everyone belongs and all can thrive.

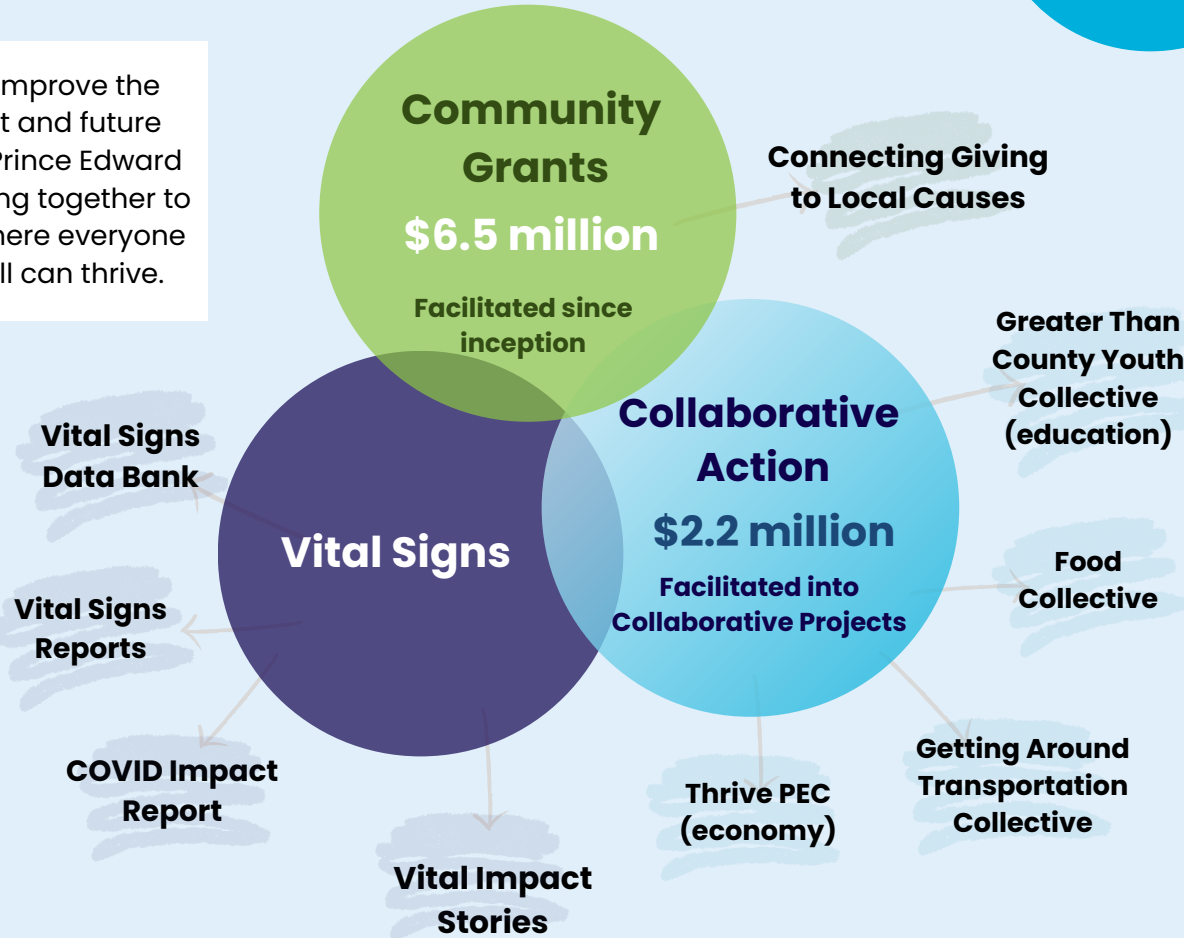


Masha Nazina



Community Knowledge Sharing

The **Thrive Symposium** took place on March 25th 2023 and was a chance for community members to gather for a day of building connections and exploring new approaches for developing our community.



“Everyone came away with not just new resources and new ideas to tackle some of these questions, but people really felt bonded to each other and to this greater idea of community.”

Katy McIntyre, Thrive PEC



Masha Nazina



Our Vital Impact: Building Community



Fund Highlight

The Button Fund was established this year and launched with a free holiday event for families in collaboration with the Wellington on the Lake community



"Giving back is important to our family, we know that in Prince Edward County there are many people struggling with rising costs and inflation and families that need a little extra help. By working with The County Foundation, we can create more impact with our giving."

Diana Guzewicz, New Donor Fund (The Button Fund)



Event Highlight

The County Foundation sponsored a free fundraising workshop with Broccoli Consulting to help strengthen our local organizations.



We're stronger together. We plan to offer future workshops on other topics to provide more shared learning opportunities and provide space for our local organizations to connect with each other.



Grant Highlight

County Food Hub was able to purchase kid-safe knives thanks to a grant from an Anonymous donor and begin offering free cooking classes for youth



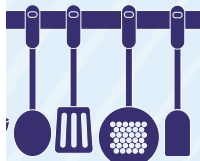
County Food Hub



"Cooking Club is a huge hit! It's empowering to learn life skills especially while having fun. The course runs for five weeks, and the growth in confidence in the budding chefs, in such a short time, is remarkable. None of this is possible without community support."

Melissa Tran, General Manager of County Food Hub

Anonymous Donor Grant Recipient



County Food Hub

Quintissimo



Quintissimo is a new organization offering free music education to underserved youth in the County

"We have spent the past several months with 20 amazing students and we are thrilled to see how they are progressing on their instruments, forming bonds of friendship together, and growing more confident and empowered."

Diana Lam, Founder & Artistic Director of Quintissimo

Municipal Community Grant & The Huff Family Fund Recipient

Grant Highlight

Giving with The County Foundation

Be a leader in your community

Ways to Make a Difference:



Consider a bequest through your Will



Set up a fund to support the causes you care about



Give toward TCF's Community Fund or another fund we manage



Create a scholarship or bursary in honour of a loved one



“Working with The County Foundation to facilitate these grants is one of the best decisions we have made as donors to increase impact in our community.”

Lanny and Catharine Huff, Founders of The Huff Family Fund

2023 Huff Fund Recipients



What The County Foundation offers



Local Impact

Impactful gifting to Prince Edward County, informed by Vital Signs data.



Privacy

Your privacy is maintained – if that's your preference.



Donation Options

Donate with securities or cash through a donor advised fund, scholarships/bursaries, or bequests.



Management

Set up and backend administration including tax receipting and CRA reporting is managed – saving you time and money.

Our Executive Director, Dominique Jones, is happy to help you navigate your gifting options to find the best solution for you and our community.

Want to learn more? Reach out to ed@thecountyfoundation.ca



paperreflections



Have an impact on the future of Prince Edward County

Become more strategic with your giving. Leveraging the resources and know-how of your community foundation makes a lot of sense.

Not sure where to start? Contact us for guidance or consider supporting The County Foundation's Community Fund, a general fund that uses Vital Signs data to grant to a breadth of sectors.



Donate Online

Visit our website to make a donate to our TCF Community Fund through CanadaHelps.

Donate by Mail

Write a cheque payable to "The County Foundation" memo- TCF Community Fund and send to 35 Bridge St. Suite 107, PO Box 24, Picton, ON, K0K 2T0.

www.thecountyfoundation.ca



info@thecountyfoundation.ca

613.519.4470

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A proud member of



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FOUNDATIONS
OF CANADA

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