

THE
COUNTY

connected

Linking Prince Edward County with local causes that matter



Photo by ROC Prince Edward County Youth Centre

ANNUAL 2020
HIGHLIGHTS

The County
FOUNDATION 

A CATALYST FOR COLLABORATION



Around the world, 2020 was a truly unprecedented year. Starting in mid-March, the COVID-19 pandemic suddenly disrupted every aspect of daily life here in Prince Edward County. Within Hastings Prince Edward, 11 lives have been lost and 1,119 cases of COVID-19 have been recorded as of June 1, 2021.

The need for essential support throughout our community quickly became evident. Connecting government funding, local donors and community partners, The County Foundation helped multiple initiatives move quickly from idea to reality throughout the pandemic.

It is evident that COVID-19's impact on our health and wellness, social interactions, safety, employment, food security, access to affordable housing, education, transportation and environment will continue to evolve.

Now more than ever, we are proud to link the County with local causes that matter.

2020 Community Support Highlights

- Facilitated more than **\$1.2 million in grants** – 2020 is the largest granting year in our history.
- Created the **PEC Helping PEC COVID-19 Fund** to address local food insecurity and health issues as well as inspired 213 individuals and businesses to donate more than \$204,000.
- Administered and contributed to the **Municipal COVID-19 Recovery Grants**.
- Sponsored the **County Food Depot** to provide supplemental food to people who are facing food insecurity during the pandemic.
- Conducted research and created "**Meeting the COVID-19 Challenge - Social Impact and Response in Prince Edward County**" – a report that documents local community needs.

Who we are

Formed in 2008, the County Foundation is one of 191 community foundations across Canada. We are a registered charity dedicated to building a strong and vibrant Prince Edward County and supporting those most vulnerable in our community.

What we do

- Enable people to realize their philanthropic dreams and improve lives in the County.
- Manage funds, legacies and bequests that connect giving to areas of community need.
- Make and manage grants that build community strength.
- Conduct Vital Signs® research to identify and prioritize fact-based community needs.
- Lead and inspire collaborative action that creates life-changing outcomes.

FINANCIAL MANAGEMENT

Since 2008, The County Foundation has built endowments and funds to support organizations and individuals throughout Prince Edward County. Donors, philanthropists and caring community members seek out The County Foundation to connect their giving to local causes.

Led by a volunteer board of directors, we are recognized for leading and participating in community change.

All of this is possible because of the generosity of our donors, the hard work of our board members, volunteers, staff and Vital Signs® collaborative partners. By working together, we are all making meaningful progress.

Thanks to those who gave individual and philanthropic financial gifts, our assets grew to \$5,729,737 in 2020 and six new funds were established.

Meanwhile, our operating and governance expenses totalled \$126,331 during the fiscal year. This equates to a 2.2% administration ratio of total assets. It is notable that administration ratios of 2.5-4% are typical for community foundations that serve populations of similar size to Prince Edward County's.

As we reflect on the progress to date and the challenges ahead, we sincerely thank the many people who are improving lives here in Prince Edward County.



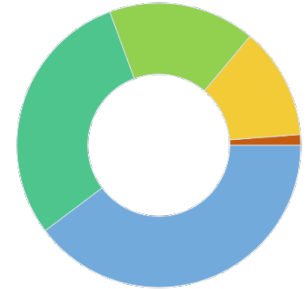
Brian Beiles
President



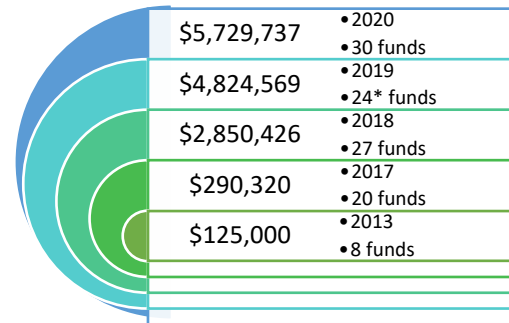
Jefferson Gilbert
Executive Director

Income Sources

Donations	\$93,952
Fund Administration Fees	\$70,092
Project Management Fees	\$39,513
Philanthropic Service Provision	\$30,000
Investment Income	\$833



Funds Under Management



* Funds were added, and some Funds were merged or closed.

Assets and Operating Expenses

TOTAL ASSETS - including all funds
• \$5,729,737

TOTAL OPERATING & GOVERNANCE
• \$126,331

ADMINISTRATION RATIO
of total assets **2.2 %**

COVID-19 SOCIAL IMPACT

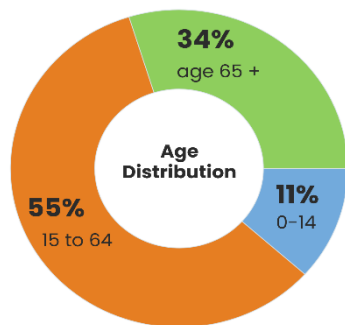
The County Foundation was engaged by the County of Prince Edward to research and report on the social impact of COVID-19 in our community. Published in April 2021, this report is being used by the Municipality and the Foundation to inform priority social actions in Prince Edward County. It provides Vital Signs® working groups and community organizations with relevant and timely information to support decision-making and grant applications. It is also hoped that this report will encourage community members to contribute to the well-being of our community.



Read the COVID-19 Impact report online at thecountyfoundation.ca/covidreport.

PEC Population: 25,464
34% of our residents are age 65+

Source: OMAFRA – EMSI – Analyst: 2021

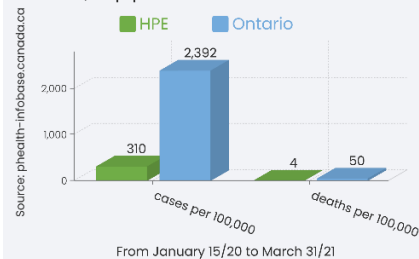


During these challenging times, community members are working together to support the most vulnerable, especially seniors and youth.

Our population is older, with a median age at least 13.2 years higher than that of Ontario.

The rate of COVID-19 infection and deaths in our health region of Hastings Prince Edward has remained markedly low, at 310 per 100,000 population (as of March 31/21), compared to Ontario's at 2392.

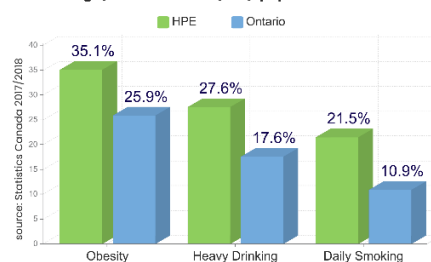
COVID-19 infection and death rate
Hastings Prince Edward (HPE) vs Ontario
Per 100,000 population



Health and Wellness

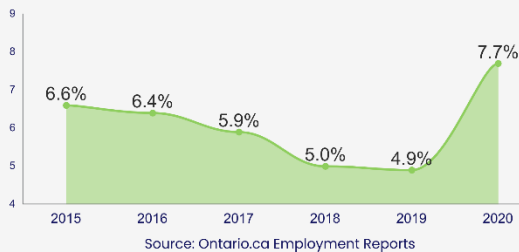
Hastings Prince Edward (HPE) residents fall within several high-risk health categories which can also make them more susceptible to COVID-19 complications. When compared with the province, the HPE rates are higher for obesity, smoking, heavy drinking and prevalence of chronic disease. The negative mental health impacts of COVID-19 can be expected to last for some time and will place an added burden on Canada's already overwhelmed mental health system.

Chronic Disease Risk Factor Indicators
Hastings / Prince Edward (HPE) populations



Employment and Income

Eastern Ontario Unemployment Rate 2015 to 2020



1 in 4 families are at risk of falling into poverty

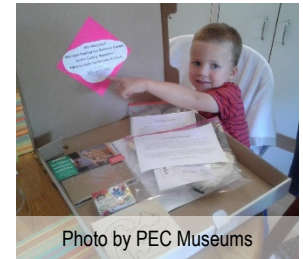
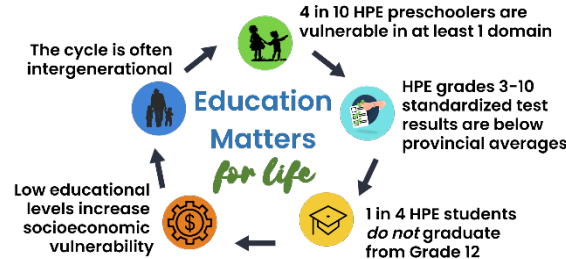
1 in 7 Canadians is experiencing food insecurity during COVID-19



COVID-19 and the measures necessary to contain the virus resulted in a 5.8% job loss in Eastern Ontario in 2020. The unemployment rate jumped to 7.7%, up from 4.9% in 2019 and long-term unemployment has increased. Low-wage jobs have been most affected by job losses.

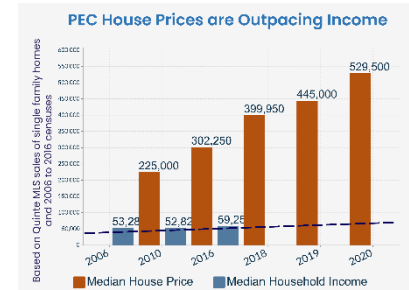
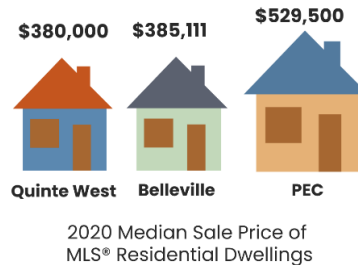
Education

Existing academic challenges are intensified by COVID-19 disruptions. The year has been particularly difficult for students, parents and educators.



Housing

Nearly 1 in 4 Prince Edward County households were financially burdened before COVID-19, spending more than 30% of household income on housing. Housing and rental prices are growing significantly faster than household income and are 40% higher than neighbouring communities. Vacancy rates are amongst the lowest in Ontario.



While many aspects of life may normalize once “herd immunity” is reached, actions to address the pandemic are ongoing. Although the pandemic affects everyone, the health, social and economic impacts of the virus are being borne disproportionately by vulnerable populations. COVID-19 has revealed and magnified these inequities, demanding a new response from policymakers.

COMMUNITY RESPONSE

Shutdowns and social isolation test our community's **connection** and **resilience**. Even throughout COVID-19 lockdowns, local essential services continued to operate as businesses and organizations modified their services. **New and innovative approaches** resulted, many of which will become permanent.

"Our procedures will never be the same; neither will our approach to programs and services. We are forever changed and mostly for the better where the change has brought progress and innovation." Debbie MacDonald Moynes, Prince Edward Community Care for Seniors

The pandemic has inspired **collaboration** and common goals as well as broken down organizational barriers, resulting in increased levels of cooperation and outreach to address issues around **health, food insecurity, and educational support**.



Photo by Picton BIA

The **PEC Help Line** provided a central point of connection for local COVID-19 information and delivery of groceries, pharmacy supplies and library books.

During these challenging times, community members and organizations worked together to **support the most vulnerable**, especially seniors and youth through programs such as reassurance calls, Meals on Wheels, and Neighbourhood Outreach Response.

The local **business community responded** by initiating Shop Local campaigns, adopting new technologies, modifying service delivery and, in some cases, shifting to remote work.

A number of **affordable housing projects** got underway. **Public transit launched** despite the challenges of the pandemic. **Environmental and tourism protection** as well as management plans ramped up.

During 2020, **public activism** to address race, gender, class, religion and sexual orientation inequities became widespread. Protests and online activism are propelling action here in Prince Edward County.

Creating a **sense of belonging** for all County residents includes acknowledging systemic racism, discrimination and intolerance. Individuals and non-profit sector organizations are increasingly engaged in responding to calls for action.



Photo by Nina-Marie Lister

COLLABORATIVE WORK

Through granting, volunteer engagement and collaboration, The County Foundation is connecting support and helping to build capacity in many areas of local need.

PEC Affordable Housing Corporation has several housing sites in various stages of negotiation and development. Affordability, our aging population, accessibility and increasing the number of smaller and single-person households are priorities.



Housing

The **Greater Than Youth Collective** includes 19 organizations that are working together to raise the High School graduation rate in Prince Edward County to parity with the provincial average by 2026.



Education

The **OPP Community Safety and Wellbeing Plan** is taking a collaborative approach to safety, education, emergency response, poverty reduction, mental health and addictions, as well as senior support.



Safety

The **Food Collective** includes 25 organizations that are united by a vision that every person in Prince Edward County should have the means to consistently access and consume nutritious, affordable food.



Poverty and Food Insecurity

Bi-weekly events at the *County Food Depot* were organized by the Collective to provide supplementary food during COVID-19.

The **PEC Transportation Collective Getting Around** group of 20 partner organizations worked for years to create an integrated, affordable and sustainable transit system. In August 2020, the County Transit non-profit public transportation pilot program launched.



Transportation



Health and Wellness

Health and wellness have been in the forefront throughout 2020. The County Foundation assisted several **health care organizations** with grants to help them meet increased patient needs resulting from COVID-19 protocols.

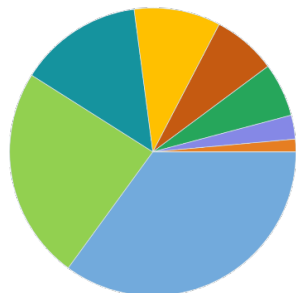
Issue Areas



2020 GRANTING HIGHLIGHTS

Areas of Granting in 2020

Federal Emergency Community Support Fund	\$431,208
Municipal Grants Program	\$293,676
Health and Wellness	\$171,750
Arts and Culture	\$120,075
Community	\$88,474
Food Security	\$74,086
Youth and Education	\$33,046
Animal Welfare	\$17,500



In addition to the above areas of granting, the Federal ECSF Fund also supported transportation, poverty reduction and safety and the Municipal Grants Program also supported recreation.

Cumulative Impact since 2008



The past year has truly been a catalyst for giving. As the local lead for Federal and Municipal COVID-19 emergency funding, in 2020 alone, The County Foundation facilitated **more than \$1,200,000** in grants.





Our **PEC Helping PEC COVID-19 Fund** inspired **\$204,000** in donations from individuals and businesses. During an unprecedented year, our Board of Directors worked tirelessly to **review, adjudicate and fund 206 grant applications.**

Since 2008, The County Foundation has connected **\$2,476,807** in grants to community organizations on behalf of donors. **We are proud to link the County with local causes that matter.**

Help us help others ...

- Become a volunteer with the Foundation or one of its working groups.
- Start an endowment fund or make a bequest to support issues that matter to you.
- Contribute to a current fund to support our Vital Signs priorities.
- Join us as a Visionary Patron.

The County Foundation

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OF CANADA
all for community

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