

THE COUNTY *connected*

Working together to build a place where everyone belongs and all can thrive.



ROC youth at computers photo credit Alison Kelly | County Transit launch photo credit Tony Walton | County Food Depot photo credit Sue Capon – CountyLive.ca

ANNUAL **2021**
HIGHLIGHTS

The County
FOUNDATION
Prince Edward County, Ontario



The County Foundation

Linking a caring community with local causes that matter.

The County Foundation of Prince Edward County works with individuals, families and organizations wanting to address community needs which matter to them. By providing fact-based information about our community, by leading collaborative action and by encouraging the funding to support these initiatives, we can make a difference.

A strong and vibrant Prince Edward County benefits us all!



2021 Community Support Initiatives

- Facilitated over \$749,000 in total grants.
- Advocated for COVID-19 financial support for local non-profits to adapt existing frontline services to better support vulnerable residents.
- As part of the Food Collective, operated the County Food Depot to provide supplemental food during the pandemic lockdowns.
- Supported research and development of a Food Security Plan by the Food Collective.
- Collaborated with Greater Than County Youth Collective to identify barriers impacting youth well-being and education, and supported new youth leadership programs.
- Developed a new VitalSigns® Data Bank community resource in partnership with the municipality.
- Engaged in Shorefast Foundation's Community Economies Pilot that is propelling local efforts to recover and rebuild the economy in Prince Edward County and four other Canadian communities.

Who We Are

Established 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.

What We Do

- Inspire community-oriented giving through the development of funds, legacies and bequests.
- Make and facilitate grants that build community capacity.
- Conduct VitalSigns® research to identify and prioritize fact-based community needs.
- Support collaborative action to address those needs.



FINANCIAL MANAGEMENT

The County Foundation builds endowments and funds to support organizations and individuals in Prince Edward County. Since 2008, donors, philanthropists and caring community members have engaged us to connect their giving to local causes.

Guided by our volunteer board of directors, we are collaborative leaders and participants in community change.

All of this is possible because of the generosity of our donors, the hard work of our board, volunteers, staff and VitalSigns® 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 \$6,052,083 in 2021.

Meanwhile, our operating and governance expenses totalled \$130,344 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 our progress to date and the challenges ahead, we sincerely thank the many people who are building resilience and improving lives here in Prince Edward County.

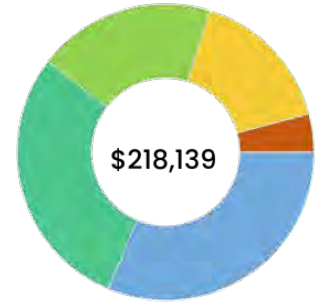


Brian Beiles
President

Jefferson Gilbert
Executive Director

Income Sources

Fund Administration Fees	\$68,346
Project Management Fees	\$63,504
Donations	\$42,257
Philanthropic Service Provision	\$35,000
Investment Income	\$9,032



Funds Under Management

Year	\$ Value	# of Funds
2021	\$6,052,083	(31)
2020	\$5,729,737	(30)
2019	\$4,824,569	(24*)
2018	\$2,850,426	(27)
2017	\$290,320	(20)
2013	\$125,000	(8)



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

Assets and Operating Expenses

TOTAL ASSETS - including all funds
• \$6,052,083

TOTAL OPERATING & GOVERNANCE
• \$130,344

ADMINISTRATION RATIO
of total assets **2.2 %**

SOCIAL IMPACT GRANTING



Linking a caring community with local causes that matter.

Helping people. It's the foundation of what we do. Throughout 2021, the generosity of donors helped to advance the critical work of local social agencies and organizations during the ups and downs of the continuing pandemic.



Visit thecountyfoundation.ca to learn more about local causes that have been impacted by grants and donations.

Municipal Community Grants Program



The County
PRINCE EDWARD COUNTY • ONTARIO

Each year, non-profits, charities and community-based organizations put municipal grants to work by leading projects that enhance the County's quality of place as well as the local economy.

In consultation with the municipality and staff, The County Foundation assessed applications and submitted recommendations to Council for approval of \$212,720 in cash and \$700 of in-kind grants.

Federal Investment Readiness Program



Also known as IRP, the Investment Readiness Program is the leading edge of the Government of Canada's 2018 commitment to social innovation and finance. Together with Prince Edward-Lennox & Addington Community Futures, The County Foundation administered the IRP program in a large area of southeastern Ontario. A successful applicant for this region was Nature Conservancy of Canada - South Shore Project.

Federal Emergency Community Support Fund (ECSF II)

**Emergency
Community
Support Fund**
\$75,000

The ECSFII fund provided financial assistance to charities and non-profits serving vulnerable populations that are disproportionately affected by the pandemic. The County Foundation and United Way Hastings & Prince Edward collaborated on the distribution of local ECSF funds toward support across our community. During 2020 and 2021, \$75,000 of this fund was invested into Prince Edward County (\$35,500 in 2021, \$39,500 in 2020).

Areas of support funded in 2021 included • **food security** • **health and wellness** • **youth** • **seniors** • **Indigenous** • **libraries**.

PEC Helping PEC Fund

As the pandemic continued to impact lives and livelihoods during 2021, this fund provided financial resources to organizations and groups that delivered food and health support to vulnerable communities.

We sincerely thank the over 219 individual and business donors – many multiple times – who have contributed \$207,090 to the PEC Helping PEC COVID-19 Fund.



Lack of public transportation has long been identified in our VitalSigns® research as an obstacle to accessing fresh food, obtaining employment, completing education and maintaining connections with the community.

Despite significant pandemic-related challenges, the County Transit pilot that launched in August 2020 saw improved ridership throughout 2021. We look forward to even greater use of this important new service in 2022.

THE COUNTY FOOD DEPOT

Initiated by The Food Collective during the early days of COVID-19 to provide supplementary food, the County Food Depot continued to serve our community in 2021.

The origin of The Food Collective can be traced back to 2013, with the publication of the first VitalSigns® report. As a result of the challenging food insecurity concerns surfaced in that report, a Food Collective Working Group was formed.

Early into COVID-19 The Food Collective forecast that food insecurity would increase as the economic impacts hit the County and that the Food Banks' combined abilities to meet a significant increase in demand would be beyond their capabilities to cope.



To supplement the Food Banks' much needed, well known, and admirable work, The Food Collective decided to open **The County Food Depot**. It was considered to be a short-term project to complement the Food Banks during COVID-19.

Supported by the Municipality and the Picton Town Hall Management Committee, the former Picton Town Hall was ideally situated to host the County Food Depot throughout its term.

From April 17, 2020 to June 25, 2021 (63 weeks) 2,937 hampers of food (over \$200,000 in food and gift cards) were distributed to County residents by volunteers (totalling over 3,000 volunteer hours).

And a sample of comments received from Food Depot clients:

"Thank you for what you folks did here – could not have made it through without this help."

"You certainly relieved enormous stress by being around during the worst of times."

"God bless you all for doing this."

"Thank you, thank you, thank you."



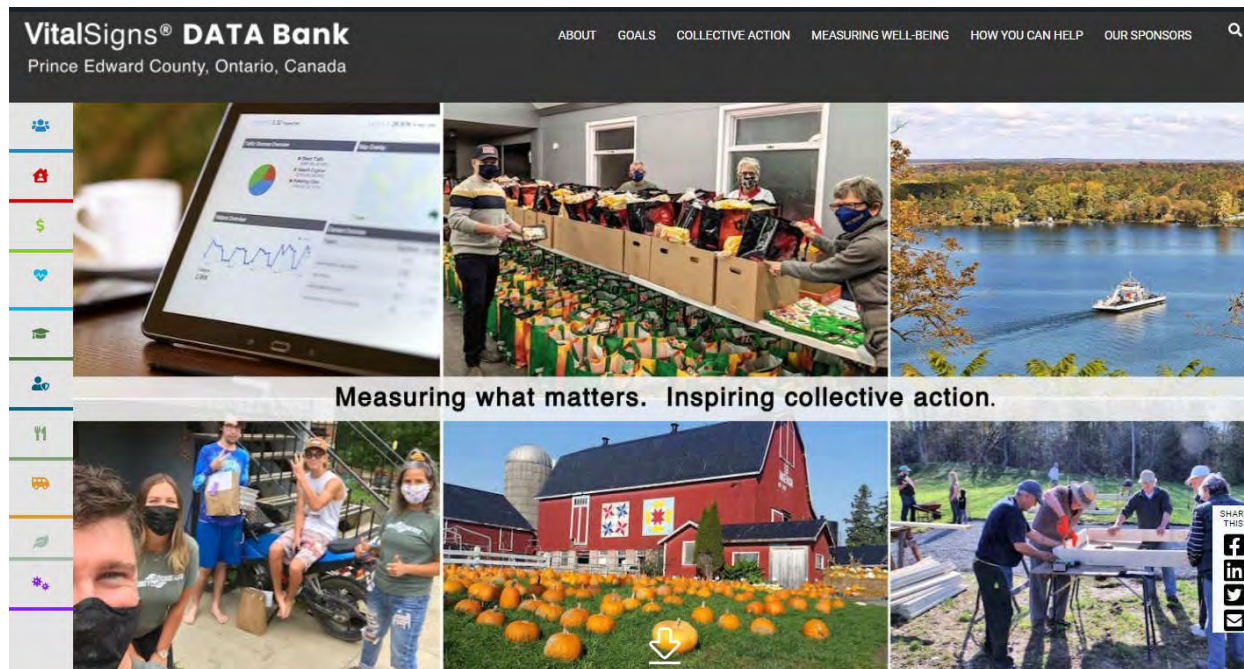
Volunteers at The County Food Depot
Photo credit – Sue Capon, CountyLive.ca

VITALSIGNS® DATA BANK

Prince Edward County's VitalSigns® research promotes informed decision-making by identifying significant socio-economic trends and it catalyzes knowledge into action. This has led to the formation of collective working groups to address Food Insecurity, Education and Public Transportation.

The County Foundation applied the VitalSigns® framework to create reports in 2013, 2015 and 2018 and to underpin a COVID-19 Impact report that was released in 2021.

New in 2021 is the development of an online VitalSigns® DATA Bank, in coordination with the municipality.

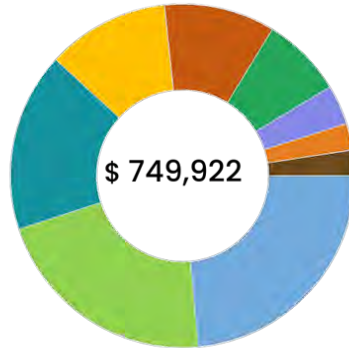


The new VitalSigns® DATA Bank is online at [PECdata.ca](https://pecdata.ca)

2021 GRANTING HIGHLIGHTS

Areas of Granting in 2021

■ Youth & Scholarships	\$ 176,652
■ Community	\$ 160,666
■ Health & Human Services	\$ 126,307
■ Environment	\$ 86,250
■ Arts & Culture	\$ 78,184
■ Food Security	\$ 56,950
■ Animal Welfare	\$ 28,000
■ Recreation	\$ 18,816
■ Heritage	\$ 18,097







Since inception, The County Foundation has facilitated grants totalling \$3,215,813 to community organizations, focusing on the needs and sectors important to donors.

In 2021, The County Foundation Board of Directors worked tirelessly to review and adjudicate grant applications. Two new Board members were welcomed to our team and internal work included updates to Vision, Mission and Values statements; Accessibility Statement of Commitment including website accessibility updates; and initiation of Diversity, Equity and Inclusion training.

We invite you to visit thecountyfoundation.ca to learn more about:

- Creating a fund or making a bequest
- Volunteering
- Contributing to a current fund and supporting VitalSigns® priorities.

The County Foundation

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Cumulative Impact since 2008



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OF CANADA
all for community

The County
FOUNDATION 