

VICTORIA'S
VITALSIGNS[®]

GREATER VICTORIA'S 2024 ANNUAL CHECK-UP



WHO IS THE VICTORIA FOUNDATION

Our vision: A vibrant, caring community for all.

- The Victoria Foundation strengthens community wellbeing by investing in people, opportunities, and solutions
- Be a catalyst for building and strengthening our community
- Harness philanthropic potential in our community

2023 FINANCIAL HIGHLIGHTS

\$533M+

in assets under
administration

7.5%

investment returns
ten-year annualized
investment return

\$60M+

in gifts

**GRANTS
DISTRIBUTED**

1,877

distributions

\$27+

million

1,887

organizations

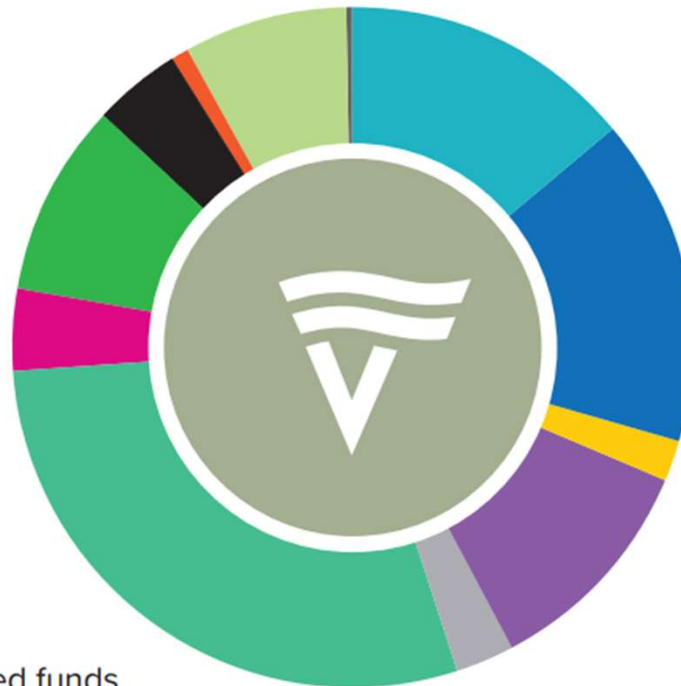
Grants Distributed

1,887
GRANT
DISTRIBUTIONS

All grants paid to registered charities or other organizations in accordance with CRA regulations

\$27+
MILLION

- \$19 million from endowed funds
- \$8 million from non-endowed funds



2023 GRANTS BY VITAL SIGNS INDICATOR AREA

(based on dollar value of grants paid)

Arts & Culture	13.98%
Belonging & Engagement	15.60%
Economy	2.03%
Environment	10.64%
Getting Started	2.79%
Health & Wellness	29.05%
Housing	3.75%
Learning	9.24%
Safety	4.03%
Sports & Recreation	1.06%
Standard of Living	7.61%
Transportation	0.22%

WHAT IS VITAL SIGNS?

GREATER VICTORIA'S ANNUAL COMMUNITY CHECK UP





VITAL SIGNS 2024

- ✓ **2024 theme:** *Can you imagine Victoria for the next generation?*
- ✓ Launch of new online format of report
- ✓ Record number of survey responses from community members: **6,147**

To learn more visit: victoriafoundation.bc.ca/vital-signs/




THE AVERAGE GRADE,
WHEN PARTICIPANTS
WERE ASKED TO RATE
THEIR OVERALL
QUALITY OF LIFE:

B

BEST THINGS

IN GREATER VICTORIA

 65% NATURAL ENVIRONMENT

 54% CLIMATE

 52% AIR QUALITY

 46% PARKS

 40% WALKABILITY

 37% FRIENDS & FAMILY

 32% ACCESS TO LOCALLY GROWN FOOD

 28% RECREATION OPPORTUNITIES


 25% ARTS & CULTURE

 24% RESTAURANTS

 23% CYCLING INFRASTRUCTURE















 18% FESTIVALS & EVENTS

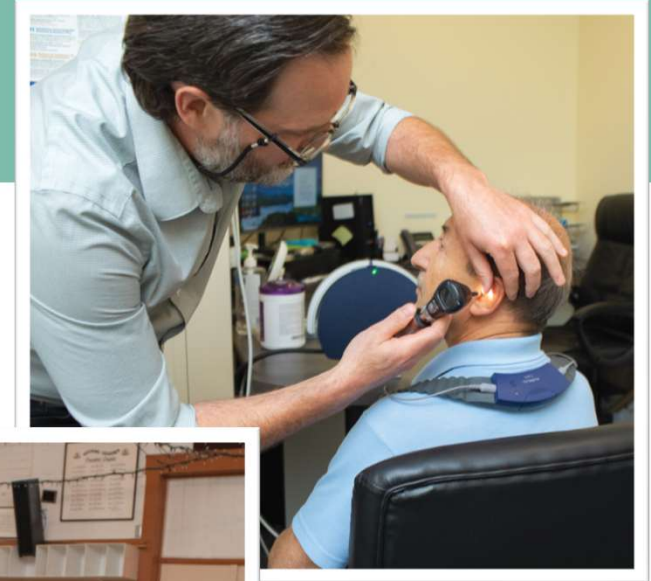
 16% FEELING OF SAFETY

 14% LOCAL BREWERIES



MOST IMPORTANT THINGS IN GREATER VICTORIA

	70%	COST OF LIVING
	58%	HOUSING
	57%	HEALTHCARE
	55%	HOMELESSNESS
	52%	ADDICTIONS
	34%	MENTAL HEALTH
	20%	CLIMATE CHANGE
	18%	COMMUNITY PLANNING/DEVELOPMENT
	16%	TRANSPORTATION
	16%	POVERTY
	16%	ELDER CARE
	14%	ECONOMY
	13%	FOOD SECURITY
	12%	MUNICIPAL AMALGAMATION





FUTURE GENERATIONS OF GREATER VICTORIA

29%

of survey respondents agree infrastructure will meet the needs of future generations

21%

of survey respondents agree healthcare service will meet the needs of future generations

13%

of survey respondents agree Greater Victoria will be an affordable place to live

67%

of survey respondents agree the natural beauty of the region will be preserved

62%

of survey respondents agree Greater Victoria will remain a desirable place to live

ANNUAL PUBLIC LAUNCH EVENT

FULL HOUSE FOR THE 2024 LAUNCH
AT THE VICTORIA CONFERENCE CENTRE





ARTS & CULTURE

Arts and culture make a community vibrant and enriching place to live. An active and diverse mix of cultural offerings increases our sense of satisfaction with our environment and community pride.



BELONGING & ENGAGEMENT

Participation in civic life contributes to the wellbeing of our community and to our sense of connection to one another. By engaging, we foster leadership that helps build and maintain a vibrant community.



ECONOMY

Strong and vibrant communities have diverse local economies and a wide variety of options for fulfilling, secure, and well-paid work.



ENVIRONMENTAL SUSTAINABILITY

From the air we breathe to the ground we walk on, a healthy and sustainable environment is an important part of quality of life. A healthy environment is reflective of a healthy community.



GETTING STARTED

Helping children, youth, and newcomers to get a good start in life, work, adulthood, and our community makes a lasting difference.



HEALTH & WELLNESS

Good physical and mental health and wellness improves the quality of individual lives and reduces healthcare costs. The health status of people depends on good health practices and behaviour, and access to healthcare services.



HOUSING

Having safe and accessible housing people can afford is a basic need that contributes significantly to quality of life.



LEARNING

Lifelong learning and educational achievement affect our ability to participate in a competitive workforce, achieve higher incomes, and escape the cycle of poverty.



SAFETY

Public and personal safety affects the way we socialize and participate in community life.



SPORTS & RECREATION

Sport and recreation play a foundational role in developing and sustaining healthy citizens and communities.



STANDARD OF LIVING

Individuals, families, and children living below the poverty line may face many obstacles, which can limit their ability to enjoy quality of life.



TRANSPORTATION

Transportation includes the ability to get around and transport people and goods. The capacity and convenience of transportation, such as our transit and road systems, have a big impact on quality of life.

ISSUE AREAS

VICTORIA FOUNDATION PROJECTS



An aerial photograph of Victoria, British Columbia, showing the city built on a peninsula and surrounded by water. The word "QUESTIONS?" is overlaid in large, white, bold, sans-serif capital letters in the center of the image.

QUESTIONS?



THANK YOU!

[Read the full Vital Signs report](#) 



VICTORIA FOUNDATION

