

WINNIPEG'S
VitalSigns® 2022

A PROJECT OF THE WINNIPEG FOUNDATION



Welcome to Winnipeg's Vital Signs® 2022

A project of The Winnipeg Foundation, Vital Signs® is a snapshot of life in Winnipeg as identified by citizens, and supported by secondary research. We hope you find it as fascinating and useful as we do.



Participants of Ka Ni Kanichihk's Butterfly Club.



Kā Nī Kō
455 MCD

A WINNIPEG WHERE COMMUNITY LIFE FLOURISHES FOR ALL

The Winnipeg Foundation is **For Good. Forever.**

We help people give back to our shared community by connecting generous donors with Causes they care about **For Good**. We are an endowment-based public foundation, so gifts are pooled and invested and the annual earnings are granted back to the community **Forever**.

We strive to be a catalyst for strengthening community wellbeing, now and for future generations, by promoting philanthropy, creating partnerships, and supporting diverse charitable organizations. Formed in 1921, we are proud to be the first community foundation in Canada.

We are committed to working with everyone in our community toward a shared goal of truth and reconciliation. A copy of the Philanthropic Community's Declaration of Action was signed in 2015 by The Foundation and helps guide our strategic direction. In 2020, we became a signatory of the City of Winnipeg's Indigenous Accord.

The Winnipeg Foundation is located on Treaty 1 Territory the original lands of the Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene Peoples, and the homeland of the Red River Métis.

GET IN TOUCH

We'd love to hear from you!
Please send your comments to
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LEARN MORE

Check out the Vital Signs® website for additional information and reports at
winnipegvitalsigns.org



Join the conversation using
#WPGVitalSigns

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What is Vital Signs®

Vital Signs® is a check-up conducted by community foundations across Canada measuring community vitality. The report identifies significant needs and trends by combining quantitative and qualitative data, including insights from community members about a range of issue areas critical to quality of life. It is a snapshot in time of our community; its strengths, gaps, and opportunities for our future.

Our community experienced dramatic change and challenges since Winnipeg's first Vital Signs® report, released in 2017. The 2022 report's goal is to mobilize the power of community knowledge for greater local impact, providing insight about how best to support Winnipeggers.

Vital Signs® is a national program led by individual community foundations and coordinated by Community Foundations of Canada. The information contained in Vital Signs® is for everyone.

The Vital Signs® website, winnipegvitalsigns.org, contains all the data collected, including a technical report with secondary data, a copy of the survey, survey results, and more. We share this in the spirit of open data and a commitment to sharing community knowledge.

We hope you find the report and the data available useful and meaningful.

How to use Vital Signs® 2022

You may read this report and wonder what to do with the information you've consumed. There are many opportunities to learn more, dive deeper into the key findings, and talk with your colleagues, friends and family about what the report is telling us. Here are just a few ideas on how you can use Vital Signs® 2022:

If you work for or serve on the Board of an organization, particularly in the charitable sector, many of the key findings may relate directly to your organization's work.

If you are a charitable organization, perhaps your donors would appreciate hearing more about the wellbeing of our city. A closer look at the findings may further inspire their help and support.

Maybe you belong to a book club looking for something new to read together and discuss. Vital Signs® 2022 provides the most up-to-date information about our community's wellbeing and provides many areas for further discussion.

The Winnipeg Foundation would be pleased to suggest additional resources and/or provide a 'lunch and learn' style presentation (it doesn't have to be at lunchtime!) to organizations or groups about the findings in Vital Signs® 2022.

These are just a few ideas to help you use this report personally, in your organization, and/or in your networks.

Please contact The Foundation if you're interested in any of the suggestions above at vitalsigns@wpgfdn.org – we're here to help!



Message from Sky Bridges, CEO Taking collective action

The findings within this Vital Signs® 2022 report show us how our community is doing through a lens of wellbeing. While some of the information may create a sense of despair, there is much to be proud of and inspired by in the city we call home. Manitobans remain the most generous people in the country. It's our collective generosity and care for community that will see us through the challenges we face after an exceedingly difficult past two years.

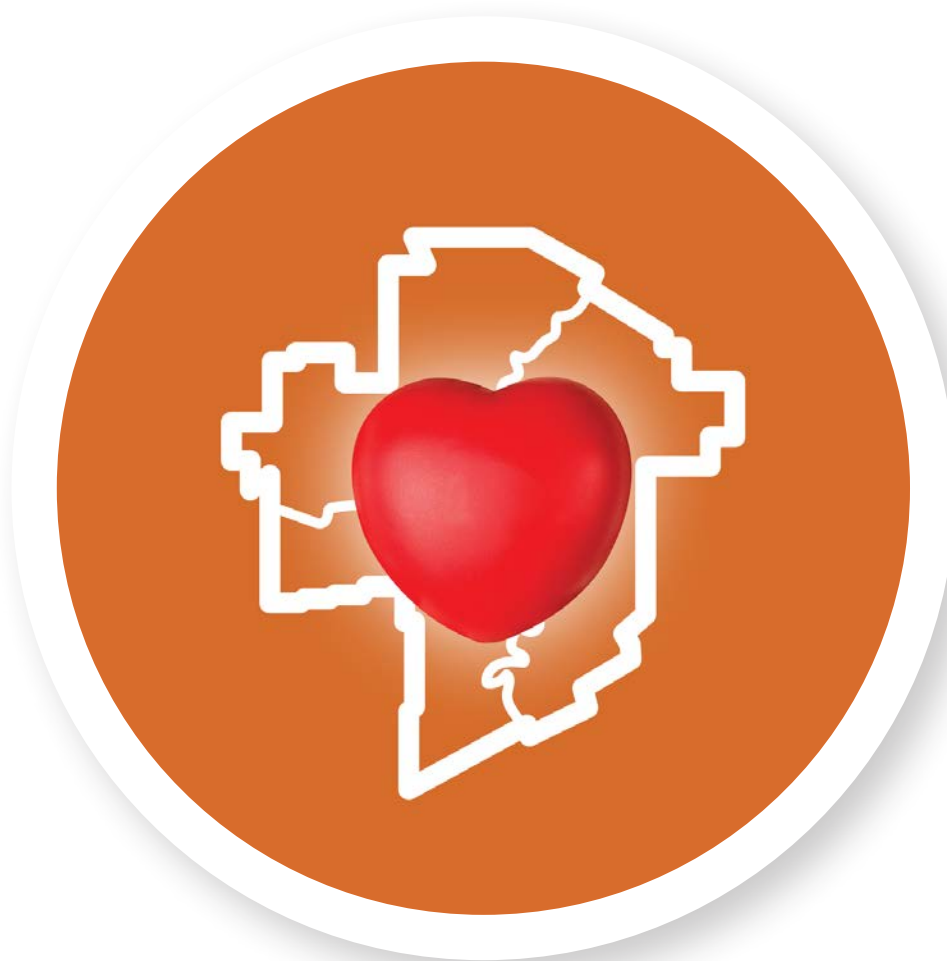
While the key findings in Vital Signs® 2022 are not new challenges, they are challenges that have been exacerbated by the pandemic. My hope is you will read the report with interest and be inspired to act. It will be our combined actions that will bring us back together, help our city get 'back on its feet', and get us on track to building a vibrant community.

Vital Signs® 2022 will help guide The Foundation's decisions as we launch our new Strategic Plan in 2023. It is a time of change, realignment and dreaming big for our city. Our path must be one that continues down the road of truth and reconciliation, in collaboration with Indigenous communities.

As Winnipeggers, our empathy and compassion for fellow citizens is a defining trait, and one that we hold dear.

My hope is that you find Vital Signs® 2022 informative, inspiring, and inclusive. This yearlong project is designed to impart a better understanding of our community's many attributes and current challenges. I know we can help ensure '**a Winnipeg where community life flourishes for all**'.

Miigwetch



The Road Ahead

Life as we knew it changed when the World Health Organization declared the COVID-19 pandemic on March 11, 2020.

The Winnipeg Foundation recognizes that many Winnipeg charities simultaneously experienced drastic changes in how services could be delivered, a sharp increase in demand, and a loss of fundraising and donation-based revenue. Challenges that charities strive to address, such as mental health, social isolation, hunger, and homelessness, were exacerbated. Many organizations faced an uncertain future.

At the same time, throughout this uncertainty, Winnipeggers displayed their creativity, resourcefulness, and resilience. And The Winnipeg Foundation demonstrated its commitment to the charitable sector during this crisis through immediate frontline funding and support for innovative programs and services provided by charities.

Emergency Response Grants

When the pandemic was declared in March 2020, The Foundation moved quickly to get funding to charities working on the front-line. The first stage of The Foundation's response was to distribute COVID-19 Emergency Response Grants for organizations providing basic needs for our community's most vulnerable. The first Emergency Grants announced on March 12, 2020 distributed \$230,000 to 11 charities providing overnight shelters and meal programs. Between March 12 and May 30, The Foundation distributed more than 120 grants totaling more than \$2.5 million. Grants ranged in size from \$2,000 to \$100,000 and supported a variety of charities and needs. These grants were made possible because of the generous people who support the community through The Winnipeg Foundation.

The Foundation's COVID response also involved the distribution of \$1.4 million through the Emergency Community Support Fund (ECSF). This funding, from the Government of Canada, was available to charities serving vulnerable populations disproportionately impacted by the COVID-19 pandemic. The Winnipeg Foundation worked with the national umbrella group, Community Foundations of Canada, along with local partners Canadian Red Cross and United Way of Winnipeg to deliver the program.

Providing Stability

The second stage of The Foundation's COVID-19 response, Stabilization Grants distributed \$8.9 million to 279 charities in July 2020. The program, designed to be as flexible as possible, supported the short- and medium-term financial needs of local charitable organizations affected by revenue loss and unexpected expenses due to the COVID-19 pandemic. The Foundation received a record-setting 303 applications for the Stabilization Grants program, reflective of how many charities continued to struggle.

Impact of COVID-19 on the Charitable Sector

When the pandemic hit, The Foundation responded with not only immediate support to organizations that bore the brunt of the first weeks of COVID, but also by checking in with local organizations to gauge what was happening on the front lines. Beginning in mid-April 2020, The Foundation worked together with 18 bellwether organizations to learn more about how the COVID-19 pandemic impacted every part of Winnipeg's charitable sector. Several surveys were conducted for a number of weeks in 2020, 2021 and 2022. The charities included represented small, medium and large-sized organizations across The Foundation's five Cause areas. It was important for us to understand firsthand the experiences of the community we serve. Here's a sampling of what we found:

Fewer services, more demand: Two-thirds of charities surveyed suspended or cancelled at least 25 per cent of services offered. Three-quarters experienced either the same or an increase in demand.

Different delivery: Approximately three-quarters of charities surveyed moved some or all services online. All but one had staff working remotely. Two-thirds changed service delivery to adhere to physical distancing protocols. Some used personal protective equipment to deliver services. One innovation reported was Elder and Knowledge Keeper services (drumming, prayers) delivered online and over the phone.

Technology challenges: Most charities surveyed said they were ill-prepared and ill-equipped to move to online delivery because of limited access or delayed investment in technology. Many staff used their own hardware at their own expense. Many of the communities that charities serve did not have hardware or connectivity, which made the shift to online delivery challenging.

Lost revenue: The bulk of bellwether organizations (approximately 75 per cent) advise they have experienced a loss of revenue. All those who have lost revenue consider the losses significant. The majority cite loss of earned revenue from activities such as ticket sales, social enterprise income, and cancelled fundraising activities, as well as a decrease in donations as the sources of their loss. These results align with national findings as reported by Imagine Canada, the umbrella organization representing the charitable sector.

Imagine Canada found 69 per cent of charities across the country have seen decreased revenues since the pandemic began, with an average decrease of 30.6 per cent. Nationally, 30 per cent of charities laid off staff and 55 per cent say new or additional layoffs were a possibility.

Where Do We Go from Here?

The residuals of the pandemic will linger for a long while as we continue to navigate through variants, vaccines, and once again being in crowds and amongst our peers.

Feelings of isolation, burnout, and mistrust thrived in every demographic as we all struggled in lockdown. Our connections with our community and culture evaporated and the systems that our most vulnerable rely on are stretched even thinner.

Social challenges were exacerbated as this unprecedented health crisis pushed civil society into a social and economic crisis. And as we make our way through, we cannot ignore the depth of poverty in our city, our own mental health and coping mechanisms, and our need to rebuild trust.

Winnipeg's Vital Signs® 2022 is a place to start. This project of The Winnipeg Foundation will help guide us as we support our community in recovery. It identifies some of the most pressing issues in Winnipeg, while celebrating organizations that are working tirelessly to address them. It is our goal to unite our community in recovery, participate in collaborative efforts to have positive impact, and to inspire collective and individual action. One of the most inspiring characteristics of people and communities is resilience. Together, we can support 'a Winnipeg where community life flourishes for all.'

Key Findings

When our team brought the research findings for Vital Signs® 2022 into our community to confirm the data, we found a tension between Winnipeggers' connection to the community and how institutional systems recognize and understand our different cultures.

The Vital Signs® 2022 research process is grounded in the Canadian Index for Wellbeing (CIW – learn more on page 16). The research was conducted at a time when our community is struggling to reconnect after a global pandemic, and looks at eight different areas of wellbeing. It was important to take the key findings from this research to the community to determine whether they were true and real for Winnipeggers.

What we discovered through this process is that Winnipeggers need connection. Feeling connected to our community is vital to our wellbeing. However, our ability to connect is challenged by the delivery of social services that make up our societal systems. Our institutional systems – health care, education, and housing – struggle to prioritize a wellbeing approach that recognizes our cultural and community values.

Through connections strengthened in our communities, and systems operating in step with our cultures, it will take a community and system-wide effort to improve the wellbeing of Winnipeggers. Using the CIW and community engagement, we identified the following as gaps in our community that are vital to wellbeing:

- **We are disconnected and struggle to feel a sense of belonging within community.**
- **We lack trust in societal institutions.**
- **Access to mental health services is inconsistent and fragmented.**
- **There has been a significant increase in deaths from substance overdose and significant wait times for addictions assessment and treatment.**
- **Access to affordable food is a challenge that continues to grow.**
- **And the availability and access to safe and affordable housing is at a crisis point.**

Read further for more information about the key findings.

Sense of Belonging

A sense of belonging reflects an individual's social and environmental connections. A strong sense of belonging in a community is linked to high levels of social participation and engagement, stronger feelings of safety, and better health overall.

A sense of belonging is a human need, much like the need for food and shelter. To support wellbeing, it is vital that people believe they fit in and, that there are places they can go to and connect with others. If we feel that there are no options for connecting, we seek connection in unhealthy ways.

HOW ARE WE DOING?¹ | Winnipeggers, overall, experienced a slightly higher sense of belonging than the national average (72% v. 69%) in 2018. But then it plummeted (61%) in 2022. Additionally:

- Indigenous people surveyed have a higher sense of belonging in 2022 than the average (69%).
- Black and People of Colour surveyed have a lower sense of belonging post-pandemic than the average (57%).

It is important to share that segments of our population have different experiences.

Confidence in Institutions

Trust and confidence in the institutions that make up society is vital to the wellbeing of a stable democracy and essential to economic and social growth.

HOW ARE WE DOING?² | Winnipeggers have a general lack of confidence in all three levels of government and in government-run systems like health care, the justice system, and the police. Winnipeggers are similarly mistrustful of media and major corporations. There is a general feeling of disconnection in our community, including in the pillars that make up the systems we interact with daily. The systems are not working for the people that trust institutions the least.

The good news is that Winnipeggers trust charities and local merchants the most overall. Indigenous Winnipeggers place the most trust in charities of all surveyed groups.

¹Source: Statistics Canada and representative survey of Winnipeggers (N=1,200)

²Source: Representative survey of Winnipeggers (N=1,200)

Mental Health

Mental health status is an important indicator of a healthy population. Mental health issues rank in the top five of all illness categories in terms of physician, drug, and facility costs. It is unlikely that a person will live a lifetime without experiencing or knowing someone experiencing a mental health issue or crisis.

Mental health is both a health issue and a social issue. Social conditions have an impact on mental health. Maintaining connections and accessing services when needed is vital in supporting mental health wellbeing.

HOW ARE WE DOING?³ | The good news is that systems like supportive programming and transitional housing work – temporary, structured, supported living that takes a holistic approach to wellbeing. Creating community and connection helps build skills for independent living. The challenges are the gaps in the system, including wait times and culturally appropriate mental health services.

Winnipeggers with a disability are less likely to say their mental health is good. Only 40% rate their health as very good or excellent.

And only 40% of Winnipeggers who identify as 2SLGBTQ+ rate their mental health as very good or excellent.

Addictions and an Opiate Crisis

Addictions and the use of opiates transcends economic and social classes. It is well known in the recovery community that the opposite of addiction is connection.

An opioid is a type of drug found in prescription pain medicine. It is also found in 'street drugs' such as heroin. Prescription opioids can help with pain when used under a doctor's order. They may be addictive and can cause side effects and even death when used incorrectly.

HOW ARE WE DOING?^{4,5} | Substance overdoses amid the pandemic hit a four-year high. In 2021, 407 drug-related deaths were reported in Manitoba, more than double reported in 2018 and 2019. Of the deaths reported in 2021, the use of at least one opioid, including fentanyl, contributed to 277 of these deaths up from 254 in 2020. These deaths are indicative of the prevalence of serious addictions and the safety of the drug supply. There is a significant lag in opiate death reporting, delaying much needed data to provide services to those in need. Compounding the issue are wait times for addictions treatment; 44 days for men; 119 days for women in 2022.

In Manitoba, there are 36 provincially funded beds for men and 25 provincially funded beds available for women seeking addictions treatment.

People with addictions, much like people with mental health challenges, respond well to supportive programming. While there is good news with the recent opening of a new recovery centre for men, there is a significant gap in service for women. When a person with an addiction is ready to consider treatment, the faster they can get into a program, the more likely it is to be successful.

Hunger

Food insecurity, the uncertainty of the availability of food, is connected with poor health, chronic illness, depression, and a lack of emotional and practical support. Since 2019, the number of food hampers distributed to Winnipeg households has doubled. The pandemic exacerbated the need as those who already struggle with low paying jobs, irregular work, unemployment, fixed incomes, and health issues face greater challenges.

HOW ARE WE DOING?⁶ | Harvest Manitoba saw its client numbers go from 6,100 in 2019 to over 11,000 in 2022 – a 96% increase in three years. Many community-based organizations in the charitable sector provided food to clients for the first time ever, going beyond their mandates to ensure their community members had food. Significant inflation is now impacting food and fuel prices, which continues to make food inaccessible to those in need.

Experiences of Homelessness

Safe, affordable, well-kept housing is the first step to gaining employment, food and security, access to social services, education, recreation, and health care.

The experience of homelessness often occurs at transition points in people's lives – being released from institutions, aging out of care, family breakdown⁷ – and our social safety net is not always coordinated to aid in those transitions.

HOW ARE WE DOING? | End Homelessness Winnipeg counted over 1,250 persons experiencing homelessness in the 2022 Street Census – but researchers estimate that for every one person experiencing absolute homelessness, there are three people experiencing hidden homelessness.

When we talk about homelessness, we also must talk about the availability of and access to housing. Affordable housing is a challenge across the country, and the need is at a crisis point in Winnipeg.

HOW ARE WE DOING? | In Winnipeg, for every 20 low-income renters, there are three available units, compared to Regina where there are eight units available and Calgary where there are nine units available for every 20 low-income renters.^{8,9}

³Source: Statistics Canada and representative survey of Winnipeggers (N=1,200)

⁴Source: Public Health Agency of Canada (2019, 2020)

⁵Source: Addictions Foundation of Manitoba (May 2022)

⁶Harvest Manitoba

⁷https://endhomelessnesswinnipeg.ca/wp-content/uploads/2018_Street-Census_FinalReport_Web.pdf

⁸Canadian Mortgage and Housing Corporation Rental Market Survey

⁹Source: End Homelessness Winnipeg Street Census. The organization's intention is to do a street census every second year. It was delayed to 2021 because of the pandemic.

A Village of 100

If Winnipeg were made up of 100 people, there would be...

51 WOMEN



49 MEN



39 YEARS: MEDIAN AGE OF THE POPULATION

AGE

Age 0-14.....	17
Age 15 to 64.....	66
Age 65 years and over	17

MARITAL STATUS

Married.....	38
Living common law.....	7
Never married.....	4
Separated.....	2
Divorced.....	5
Widowed.....	4

INDIVIDUAL INCOME

Under \$10,000.....	7
\$10,000 – \$29,999.....	21
\$30,000- \$59,999.....	28
\$60,000- \$99,999.....	16
\$100,000 and over.....	7
2020 Median Employment Income.....	\$37,200

ADDITIONAL INFORMATION

Employed.....	68
Indigenous.....	12
Immigrant.....	21
Persons with a disability.....	16*
Speak English Most Often at Home.....	78
Speak French Most Often at Home.....	1
Speak Languages Other than English or French at Home	15
Knowledge of Both Official Languages.....	4

Source: Profile table, Census Profile, 2021 Census of Population - Winnipeg
[Census metropolitan area], Manitoba (statcan.gc.ca)
* Manitoba Possible

Survey Respondents

Vital Signs® invited Winnipeggers to share their experiences, opinions, and comments about their general wellbeing, and connection to community.

The scientific survey of 1,200 Winnipeggers was conducted by Probe Research Inc., using an online panel of respondents supplemented by targeted outreach into diverse communities. This ensured the survey was representative of Winnipeg's population.

Who Participated in the Survey

GENDER

Male.....	48%
Female.....	51%
Prefer to Self-Describe.....	1%

AGE

Under 35.....	30%
35-54.....	33%
55+.....	37%

INCOME

<\$50,000.....	27%
\$50,000-\$99,999.....	38%
\$100,000+.....	35%

SELF-IDENTIFIED AS

Indigenous.....	18%
Person of Colour.....	14%
2SLGBTQ+.....	15%
Person with a Disability.....	25%

AREA OF RESIDENCE

Northwest.....	20%
Northeast.....	17%
Central.....	18%
Southwest.....	23%
Southeast.....	17%

The Challenges of Data

The need for information is inherent to decision making. Whether we are considering a new coffee maker or supporting a charity, we want information that guides us to the best decision possible.

Typically, we seek to understand how something works, we read multiple reviews on how an item or organization measures up and then we take action, with the information available at that moment in time. If it doesn't end up meeting our needs or expectations, we have learned for the next time. Our approach to researching the wellbeing of Winnipeggers for Winnipeg's Vital Signs® 2022 followed a similar path.

The wellbeing framework used in this initiative was identified in a research project that explored how community foundations are generating and using community knowledge in support of their mission. The results led The Winnipeg Foundation to the University of Waterloo's Canadian Index of Wellbeing – a framework that asks the question: does this contribute to the wellbeing of our citizens? (Learn more on page 16.) This framework was chosen as the best possible tool to undertake our assessment of wellbeing in our community. It is not a perfect framework – no framework is. If a perfect framework existed, every social scientist and helping organization would use it.

The Foundation adapted the framework to be locally relevant with the guidance of our volunteer Advisory Committee and with feedback from community leaders. We thank them for their contribution. We acknowledge that not all indicators are universal or relevant to the diversity of our community. This is our first effort at using this framework and the knowledge we have gained from the process and the feedback received will guide us in the future.

The process of working with statistics presents the challenges of relevance, timeliness, and locality. Every community, city, municipality, and province is diversely rich in culture and population, and it is essential that efforts are made in capturing local and more detailed information of our population and their experiences. During our research period we found many smaller organizations collecting local data at a significant cost so they can better serve their communities. Our province is also fortunate to have solid post-secondary institutions that value, support and partner in community-based research. We celebrate those organizations and acknowledge the tough decision of investing scarce resources in research.

Canada is a developed, sophisticated, and privileged country that supports a national statistical office – Statistics Canada. The agency's mandate is to ensure Canadians have key information on Canada's economy, society, and environment required to function effectively as citizens and decision makers. While we are fortunate to have a national statistics organization, the challenge of timely and recent statistics was ongoing throughout our collection process. Presented in this publication are the most recent and relevant statistics we could access. This challenge is not unique to national statistics, but also

to provincial and municipal data. While acknowledging that research is costly, it is an important investment to support decisions and the wellbeing of citizens.

And what a world it would be if the approach to data collection was universally compiled through a wellbeing perspective. The social indicators gathered by statistical agencies are important and relevant, locally and globally. But people, populations, and a community's wellbeing are not static. If it is our goal as a society to ensure the wellbeing of our citizens, data collection must reflect and include the diversity of our population and experiences and undergo timely assessments of indicator relevancy.

Despite the challenges, there is much to celebrate. Winnipeg is a city rich with knowledge and an understanding of the importance of community research. We honour the organizations that take on local research and freely share their information to support wellbeing. We honour the people that participate in surveys and research because sharing their experiences to inform decision makers is how we grow as a community. This is how we stay connected, how we grow and how we learn from each other so that we may bring out the best in who we can be today, tomorrow and into a better future for all.



Listening, Learning and Growing

Reflecting on Vital Signs® 2017



In 2016, The Winnipeg Foundation embarked on Vital Signs® 2017, a yearlong process of gathering data and engaging with community to understand local priorities.

The Foundation worked with the Institute of Urban Studies, International Institute for Sustainable Development (IISD), and the Social Planning Council of Winnipeg to provide data support for the indicators and NRG Research Group conducted surveys asking individuals to prioritize key issues and share information about their quality of life.

The process culminated in The Winnipeg Foundation's Vital Signs® 2017 report. The report identified four key areas of importance: **Reconciliation, Wellbeing, Belonging, and Lines that Divide**. These findings were central in developing Walking Together: The Winnipeg Foundation's 2019-2021 Strategic Plan. The findings were also key in developing The Foundation's Reconciliation Grants program and the youth-driven Walking Together Grants. Read more under Truth and Reconciliation.

Public input was key to the Vital Signs® process. Another way The Foundation gathered input was by convening three Vital Conversations to gain additional ideas and views. The response to these events was overwhelmingly positive. It was clear participants wanted to learn, to connect, to share, and to act. Building on this momentum and to activate the findings of the report, The Foundation continued to host Vital Conversations from early 2018 to March 2020, when all public events paused due to the pandemic.

Highlights include conversations on:

- Building belonging in our city
- Making poverty history
- Calls to Action in action with Senator Murray Sinclair
- The risks and realities of climate change
- Living long and staying strong
- Turning trauma to motivation with Olympian Waneek Horn-Miller

Truth and Reconciliation

In Winnipeg's Vital Signs® 2017 report, reconciliation came to the forefront as critical to the wellbeing of our community. That report showed that despite having the largest urban Indigenous population of any city in Canada, Manitobans' perceptions of and attitudes toward Indigenous People were relatively negative compared to the rest of the country. Furthermore, many Winnipeggers were uninformed about reconciliation and whether it was being achieved in our community.

Using the findings from Vital Signs® 2017, The Foundation incorporated reconciliation as a key priority in its 2019-2021 strategic plan and developed The Foundation's Reconciliation Grants program and the youth-driven Walking Together Grants.

Reconciliation Grants provided charitable organizations with the opportunity to advance truth and reconciliation in the community. The Advisory Committee for this grants program was comprised of members of the Indigenous, Métis, and Francophone Métis communities, with both an Elder and a youth representative. A key component of the successful proposals was meaningful engagement with the Indigenous community, while working toward a shared goal of truth and reconciliation.

In 2019, the Walking Together grants stream was launched to support youth-led truth and reconciliation projects at local schools and charities. The Youth Advisory Council, comprised of young people from high schools, universities, community organizations and alumni of The Winnipeg Foundation's youth engagement programming, continues to oversee this program that grants up to \$10,000 for youth-led, one-year projects that respond to one or more of the Truth and Reconciliation Commission (TRC)'s Calls to Action or an article of the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP).

Today, as a partner of Winnipeg's Indigenous Accord and signator of the Philanthropic Community's Declaration of Action, The Foundation is guided by UNDRIP, the TRC's Calls to Action, and the Calls for Justice of the National Inquiry into Missing and Murdered Indigenous Women and Girls.

The Winnipeg Foundation is committed to listening, learning, working with our community and taking action towards our shared goal of truth and reconciliation.

Vital Conversations

Connecting and Listening to Build Impact

Community input is key to any community-based research. Something special happens when you bring people together to talk about a community they share, honour, and love.

Vital Conversations were created in 2016 to gather input for Vital Signs® 2017. Their success inspired The Winnipeg Foundation to expand its role as a community convenor – supporting speakers and experts, and providing a space where people could gather, learn, share, and act around important issues in the community. Like most public gatherings, our Vital Conversations have taken a pause during the pandemic, but we plan to be back in 2023!

During May and June 2022, The Foundation convened seven different Vital Conversations with the intent to better understand how Winnipeggers' experience wellbeing. We asked leaders and the general public what matters most to them about their community's wellbeing, what gives them hope, and what discourages them.

Vital Conversations brought together diverse voices from the leadership of Winnipeg's charitable sector, the public, and individuals with lived experiences. The goal was to take the Canadian Index of Wellbeing framework (learn more on page 16) to the community, to better understand and explore how Winnipeggers experience wellbeing.

Below, you can read a summary of what happened and what we learned.

The Frontlines

Throughout the pandemic, the charitable sector worked tirelessly to serve our communities, ensuring the most vulnerable had access to reliable service. Leadership serving on the frontlines have firsthand knowledge and experience of what is vital to the wellbeing of their community. To capture this insight, The Foundation held three Vital Conversations convening leaders from Indigenous-led organizations, Black and People of Colour-led organizations, and community serving organizations.

We asked leaders from more than 30 organizations to share what key factors contribute most to the wellbeing of people in their community, their greatest challenges to supporting the wellbeing of their community members, and how Vital Signs® could help.

WHAT WE LEARNED

Coordination of systems and access to services | Leaders from the charitable sector agreed that access to social and health services was already challenging for people in their communities but deteriorated further during the pandemic. People in the community turned to charities for help. This demand continues to increase today.

Erosion of trust | The challenges regarding access to healthcare, income supports, and education are not only faced by individuals, but also by organizations trying to access resources for their communities. These challenges have led to mistrust. "I don't trust the decision-makers," said a leader working in health-related services.

A general lack of culturally appropriate services deepens the divide, leaving people feeling alienated from the system and services they need.

"Not all leaders are well-versed in culture and connected to how culture can build community. Diversity in elected leaders is not only about origin or identification but needs to be a part of their understanding of the cultural landscape. To move forward we need [leadership] to understand how culture is a part of achieving a strong culture for a better community," says a leader working in literacy.

The silver lining is that as a community, we can have collective impact.

Engaging with Community

People experience a heightened sense of wellbeing when they are engaged in their community and when their voices are heard. In June, we invited Winnipeggers to Your Voice Matters: Vital Signs® 2022 – A Community Conversation, to share their lived experiences and unique perspectives, and contribute their community priorities to inform Vital Signs® 2022.

With the support of Cate Friesen from the Story Source, we held eight workshops with more than 100 participants who shared the challenges they face in their daily lives and what connects them to community.

WHAT WE LEARNED

Connection | Being connected to community is vital to belonging and wellbeing. We heard that a sense of common values, respect for people and cultures, and a sense of safety and belonging are vital. There is a deep gratitude for those who help create space to foster feelings of connection to the greater community.

Accessibility | Access to technology and accessible spaces and gatherings like festivals and farmers markets allow us to form relationships and connect through community events. In addition, walkable communities, green spaces, and active transportation routes encourage feelings of safety to participate in our communities. And having enough time to enjoy our community is important to wellbeing.

Read more about what discourages us and what brings us hope as a community on page 34.

In Real Time

Those with firsthand knowledge who are directly involved with the challenges facing community wellbeing are essential to the conversation. Our community holds a deep understanding of the complex systemic barriers that disrupt people's lives, and hamper paths to wellness.

In the spirit of connecting with communities that are not always asked or heard, we sought out and were invited to connect with Winnipeggers in the arts disability community through the Arts Accessibility Network of Manitoba and the recovery community at Tamarack Recovery Centre. We asked questions about what community wellbeing means, what was discouraging, and what brought hope to their lives.

WHAT WE LEARNED

One size does not fit all | It is vital to the wellbeing of many communities that the broader public recognise and understand that not everyone fits in the same box, people are multidimensional and layered regardless of shared struggle.

In the recovery community, stereotypes and stigmas weigh on people struggling with addictions. Problematic substance use can be a result of trauma or mental health issues but can also be

rooted in a lack of connection and practical support. Addiction is an illness, and much like any other illnesses, with treatment, people can get well. Being among people with the same struggles through treatment, accessing healthy and welcoming community spaces, having a supportive network, and a safe place to live is vital to wellbeing. Read more about Tamarack Recovery Centre on page 26.

The arts disability community is a vibrant, active, and diverse community that advocates inclusivity as a cultural norm. Feelings of belonging are challenged when accessibility is an afterthought. Creating connection through art builds cultural understanding. Having accessible and welcoming places, culturally appropriate services, and access is vital to wellbeing. Collaborating, asking questions, and cooperating are important in creating that sense of belonging. Read more about the Arts Accessibility Network of Manitoba on page 28.

Connecting through Vital Conversation | Input from the public and the organizations The Foundation serves was a key part of the research process. While our goal was to ask about community wellbeing and gain insight into the data collected, the interest to participate, and the willingness to share, connect, exceeded expectations. This generosity revealed a depth of care, advocacy, and pride in the community we call Winnipeg.

Youth in Philanthropy “Dotmocracy”

On June 2, 2022, Youth in Philanthropy (YiP) held its Year End Celebration at the Manitoba Theatre for Young People (MTYP) to celebrate YiP's 2021/22 year. Two hundred young people descended upon MTYP to meet, share, learn, and celebrate YiP.

To engage youth as part of the Vital Signs® 2022 process, we asked participants at the YiP conference to choose what most affects them in terms of wellbeing when it comes to the environment. Of the 200 participants, 65 voted in the “Dotmocracy”, answering the question “What is the most important factor that affects our health and wellness when it comes to the environment?”

Here are the results:

In your view, what is the most important factor that affects our health and wellness when it comes to the environment?

Precipitation	1
Taking public transit	0
Air quality	16
Recycling	6
Our rivers	14
Climate anxiety	15
Residential energy saving	1
GHG Emissions	7
Diverting organic waste	3
Household water	2



“The participants in Youth in Philanthropy are very thoughtful and often quite aware of the problems facing society, in regard to the ongoing climate catastrophe,” said Mercy Oluwafemi, Youth Engagement Specialist at The Winnipeg Foundation and organizer of the 2022 YiP Year End Celebration. “The fact that there was a clear concern about our air quality and river health is an example of the climate anxiety youth deal with. Air quality and healing our rivers will be a major focus for the philanthropists of tomorrow.”

To learn more about Youth in Philanthropy, visit wpgfdn.org/yip

Photo: Youth in Philanthropy participants at the Year End Celebration at Manitoba Theatre for Young People.

The Canadian Index of Wellbeing

Vital Signs® 2022 is grounded in the Canadian Index of Wellbeing (CIW) - a framework established by the University of Waterloo to measure the overall wellness of Canadians. Prior to development of the CIW, the health of Canada's population was measured by the Gross Domestic Product (GDP), which measures monetary values of goods and services produced within a country's borders. Researchers recognized that economic growth is only one aspect of wellbeing and began to develop a framework that would measure what real life was like for real people across the country.

The CIW is used in partnership with the GDP, at the national level, to create a deeper understanding of quality of life and wellbeing across demographics and can be used to fuel evidence-based and community-focused decision-making. One thing that sets the CIW apart from other methodologies is the process used to create the eight areas of wellbeing. Developing the categories started with listening to Canadians about what they feel are the most important contributors to quality of life, and establishing indicators based on these conversations. The CIW tracks changes in eight quality of life categories or 'areas of wellbeing': community vitality, democratic engagement, education, environment, healthy populations, leisure and culture, living standards, and time use.

With advice from trusted community members, The Winnipeg Foundation adapted the CIW framework so it more closely reflects and aligns with the lived experiences of Winnipeggers. Acknowledging the development and use of this framework as an evolving process, The Winnipeg Foundation will continue working to better understand where community wellbeing is thriving and where struggles and gaps exist.

Areas of Wellbeing



Community Vitality

A sense of belonging and connection to others is a crucial aspect of quality of life. People's feeling of community, relationships with family and friends, and opportunities to participate in activities have been shown to foster healthy individuals and communities. Attitudes and values are important contributors to community vitality because ideas, assumptions, and beliefs motivate social engagement and action. Commonly shared feelings of trust, belonging, and caring are markers of inclusive societies. Discrimination, on the other hand, challenges community relationships and creates barriers to the pursuit of wellbeing, especially for groups that are seen as different from others. This domain looks at our quality of life regarding the communities we live in. It tells us what is happening in our neighbourhoods, how safe we feel, and whether we are engaged in community activities or becoming socially isolated.



Democratic Engagement

A society that enjoys a high level of democratic engagement is one where citizens freely participate in political activities and express their views; where governments and leaders build relationships, trust, and encourage citizen participation; and where democratic values are promoted by citizens, community, and leadership. Diversity in representation in government helps ensure a diversity of perspectives and allows citizens to see themselves reflected in the halls of power, which encourages further political participation. Democratic engagement means taking part in the democratic process through political institutions, organizations, and activities. This domain explores how citizens take part in political and civic activities in more ways than just voting, including signing petitions and attending town halls, staying abreast of local news, and voicing concerns to their elected officials.



Education

Participation in education is vital to wellbeing because it prepares community members for a role in the workforce, which in turn leads to desirable social, psychological, and financial outcomes. High-quality childcare is shown to positively influence children's social, emotional, developmental, and educational outcomes. Basic educational knowledge and skills, such as literacy and numeracy skills, are needed to function effectively in everyday life, and typically develop during the first years of school. Education is a core personal resource and a reflection of our ability to function and adapt in society. Education is also an important predictor of health, living standards, and democratic participation. The Education area of wellbeing focuses on school-based learning rather than informal learning and includes both traditional indicators of educational achievement along with some less conventional indicators of education across the life span and for future generations.



Environment

From the resources that fuel our economy to the happiness that time spent outdoors can bring, the wellbeing of humans depends on the state of the environment. The quality of our environment affects our health, our ability to be active in nature, and reflects the type and amount of energy we use. Greenhouse gases, when produced through human activity, contribute to climate change, impacting access to water and fresh food which can lead to illness and disease, democratic disruption, and increased violence and conflict. This area of wellbeing identifies trends in the factors that contribute to climate change, anxiety experienced because of climate and the way Winnipeggers perceive the health of their environment.



Healthy Populations

This area of wellbeing looks at the physical and mental health of a population and assesses whether various aspects are improving or deteriorating. Healthy Populations is mainly concerned with measuring health status, lifestyle and behaviour, and access to health care. The dimensions of health status (personal wellbeing, physical health conditions, life expectancy, mental health, and functional health) measure several aspects of health outcomes. The other dimensions (lifestyle and behaviour, public health) measure factors that affect our health and are often directly impacted by public policy.



Leisure & Culture

Participation in leisure and culture can be highly beneficial to wellbeing by contributing to better physical and mental health, and creating opportunities for socializing, relaxation, and learning new things. This area of wellbeing explores how often people take part in recreation, arts, and cultural activities. This area also looks into how accessible arts, culture, and recreation sites, including our river ways, are for most people. Taken together, these components are used to define, measure, and understand the relationship leisure and culture have to community wellbeing.



Living Standards

The Living Standards area of wellbeing measures the level and distribution of Canadians' income and wealth by monitoring poverty rates, income fluctuations, labour market security, and job quality. It also considers basic necessities such as food security and affordable housing.



Time Use

The Time Use category measures how Winnipeggers spend their time, what factors control time use, and how time use affects wellbeing. The pace of life can affect levels of stress and wellbeing, and impact everything from the ability to make home cooked meals to getting enough sleep.

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LIVING STANDARDS	PAGE 30
TIME USE	PAGE 32



"[BUTTERFLY CLUB] GIVES THAT CULTURAL CONNECTION; MAKING SURE YOUTH ARE CONNECTED TO MENTORS, HAVE PEOPLE TO LOOK UP TO – INDIGENOUS PEOPLE TO LOOK UP TO – AND ENSURE THERE'S A SAFE SPACE FOR THE KIDS TO GO.

THE YOUTH AND OTHER STAFF I'VE WORKED WITH BECAME LIKE SISTERS AND LIKE SIBLINGS AND LIKE NIECES AND NEPHEWS TO ME.

THERE'S A MENTOR IN THE PROGRAM RIGHT NOW WHO RECENTLY CAME UP TO ME AND SAID THAT – NOT JUST MYSELF, BUT ME AND THE OTHER MENTORS – SHE WANTED TO BE A MENTOR BECAUSE SHE WANTED TO BE THERE FOR OTHERS, LIKE WE WERE THERE FOR HER WHEN SHE REALLY NEEDED [US]."

SHANNON KRAICHY, VOLUNTEER MENTOR, FORMER COORDINATOR AND FORMER PARTICIPANT, KA NI KANICHIHK'S BUTTERFLY CLUB

Community Vitality

Explores what's happening in our neighbourhoods, how safe we feel, and whether we're engaged in community activities or are socially isolated.

RECIPIENT | Ka Ni Kanichihk

Ka Ni Kanichihk is an Indigenous-led, charitable organization providing programs and services that build upon the strengths and resilience of Indigenous peoples. The Butterfly Club is a program for Indigenous girls and Two Spirit youth, ages 9-13, focusing on Indigenous cultural reclamation, environmental stewardship, self-development, and community involvement.

GRANTS | The Butterfly Club received support from the Reconciliation Grants Fund.



- Have places where everyone in our community can share their story and have it shared.
- Improve access to community supports; make this easier and quicker.

Calls for action submitted by participants of two public, Vital Conversations held on June 22, 2022.

COMMUNITY LEADERSHIP | Here are a few of the many organizations or projects working to improve this area of wellbeing in our community:

NorWest Co-op Community Health delivers community-based services and programs focusing on primary health care, community development, counselling and support services, and early learning and childcare.

Rainbow Community Garden, a partnership between **Knox United Church** and **Immigrant Integration Farming Community (IIFC)**, provides hundreds of immigrant families with a communal space to plant, tend, and harvest their own gardens.

VOLUNTEERING

Three-quarters of Winnipeggers have volunteered to help their community in the last year.

% who volunteered in an organised group activity in the last 12 months:



71%
overall

82%
of Indigenous
Winnipeggers

78%
of Black
and People
of Colour
Winnipeggers

53%
of Winnipeggers
with a high
school diploma
or less

78% of Winnipeggers helped a neighbour, friend or relative for no pay in the last 12 months.

Source: Statistics Canada 2018 and Representative survey of Winnipeggers

EXPERIENCES OF DISCRIMINATION

Two-thirds of Indigenous, Black and People of Colour Winnipeggers report experiencing discrimination – on par with the national average.

% of respondents who experienced discrimination in the last 2 years:

CANADA		MANITOBA		WINNIPEG	
OVERALL	IBPOC	OVERALL	IBPOC	OVERALL	IBPOC
47%	68%	50%	66%	50%	66%

Source: Statistics Canada 2020

TRUST IN OTHERS

78% 

of all Winnipeggers agree most people can be trusted while only **66%** of Indigenous, Black and People of Colour Winnipeggers have a strong sense of trust in others.

Source: Statistics Canada 2020

SENSE OF BELONGING IN THE COMMUNITY



61%

of Winnipeggers have a strong sense of community.
Down 9% post pandemic.

Source: Statistics Canada 2020 and representative survey of Winnipeggers 2022

FIVE OR MORE FRIENDS



48%

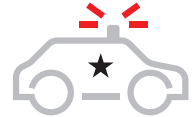
of Winnipeggers report having at least five close friends, with younger adults and lower-income people less likely to count five friends.

Source: Representative survey of Winnipeggers 2022

CRIME SEVERITY INDEX

Winnipeg's 2020 crime severity index is higher than the Canadian average, but has been trending downward over the last two decades:

146 in 2000 **TO** **116.29** in 2020



Source: Statistics Canada

Crime severity index measures the prevalence and severity of police-reported crime.

FEELINGS OF SAFETY WALKING ALONE AT NIGHT

% of Winnipeggers who feel very or reasonably safe walking alone after dark:



Northwest **63%** Northeast **69%** Core **58%** Southwest **73%** Southeast **66%**

Source: Representative survey of Winnipeggers 2022



"BLACK HISTORY MONTH CELEBRATION COMMITTEE, CARIBBEAN COUNCIL OF MANITOBA, AFRICAN COMMUNITIES OF MANITOBA INC., AFRO-CARIBBEAN ASSOCIATION OF MANITOBA, CONGRESS OF BLACK WOMEN AND REPRESENTATIVES FROM OVER 20 OTHER BLACK-LED AND SUPPORTING ORGANIZATIONS – WE GOT TOGETHER AND DECIDED TO PUT TOGETHER THE BLACK COMMUNITY COLLECTIVE TO TALK ABOUT AND RESPOND TO WHAT WE WERE SEEING [WITH THE BLACK LIVES MATTER MOVEMENT], BUT ALSO TO CALL IN NOT ONLY OUR OWN COMMUNITY, BUT THE COMMUNITY AT LARGE TO SAY THIS ISN'T JUST AN AMERICAN PROBLEM. THIS ISN'T JUST A PROBLEM THAT'S HAPPENING IN ONE PLACE. IT HAPPENS HERE, AND IT IS A SYSTEMIC PROBLEM. BEING POLITICALLY ENGAGED MEANS SAVING LIVES. IT MEANS HELPING PEOPLE. IT MEANS BUILDING STRONGER COMMUNITIES. IT MEANS SEEING THE HEALTH AND WELLBEING OF EVERYBODY, EVERY PERSON."

TOLU ILELABOYE, VOLUNTEER PROJECT MANAGER, AFRICAN COMMUNITIES OF MANITOBA INC. (ACOMI)

Democratic Engagement

Explores how we take part in democratic processes in our communities, through political institutions, organizations, and activities, both during and between elections.

RECIPIENT | African Communities of Manitoba Inc. (ACOMI)

ACOMI works to bring together individuals and community organizations of African heritage in the province of Manitoba and offers programming in support of building community unity, understanding, and prosperity.

GRANTS | ACOMI has received support from the Centennial Institute Fund; COVID-19 Community Response Fund; the Moffat Family Fund, a Donor-Advised Fund, Youth in Philanthropy Funds; Foundation Employee Charitable Contribution Funds; and from the hundreds of Community Building Funds held at The Foundation.

ACOMI recently established and will receive support through its Agency Endowment Fund held at The Foundation.



- Learn and understand the democratic process, have a basic understanding of politics.
- Collaborate across sectors.

Calls for action submitted by participants of two public, Vital Conversations held on June 22, 2022.

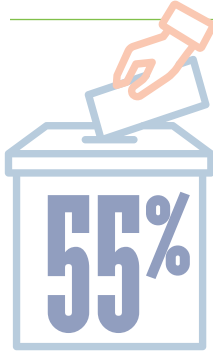
COMMUNITY LEADERSHIP | Here are a few of the many organizations or projects working to improve this area of wellbeing in our community:

Manitoba Association for Rights and Liberties (MARL) promotes, supports, and celebrates human rights and civil liberties and inspires action through education and advocacy.

Canadian Muslim Women's Institute provides programming empowering women to become healthy and contributing members of our community.

VOTER TURNOUT IN PROVINCIAL ELECTIONS

Voter turnout in Manitoba elections has dropped 19 per cent since 1988, with only **55%** of registered voters voting in the 2019 Manitoba election.

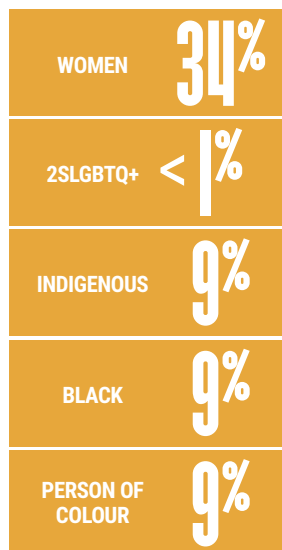


Source: Elections Manitoba 2019

DIVERSITY OF MANITOBA'S ELECTED OFFICIALS



% of provincial MLAs from Winnipeg ridings who identify as:



Source: Elections Manitoba and the Manitoba Legislative Assembly 2019

POLITICAL ACTIVITIES OTHER THAN VOTING

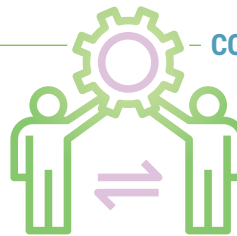


8 in 10

Winnipeggers have searched for information on a political issue, boycotted or chose a product for ethical reasons, or signed an online petition in the last year.

Source: Representative survey of Winnipeggers 2022

CONFIDENCE IN CHARITABLE ORGANIZATIONS



Source: Representative survey of Winnipeggers 2022

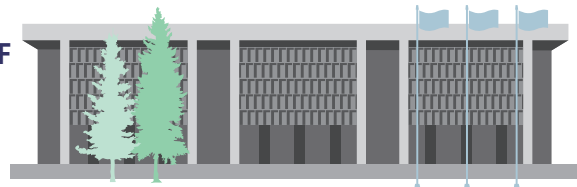
50%
of all
Winnipeggers

61%
of Indigenous
Winnipeggers

47%
of Black
and Person
of Colour
Winnipeggers

**have confidence in
charitable organizations.**

DIVERSITY OF WINNIPEG'S ELECTED OFFICIALS



% of Winnipeg city councilors who identify as:



Source: City of Winnipeg Clerk's Office 2022

CONFIDENCE IN LOCAL MERCHANTS AND BUSINESS PEOPLE

54%
of all
Winnipeggers

51%
of Indigenous
Winnipeggers

37%
of Black
and Person
of Colour
Winnipeggers



**have confidence in
local merchants and
business people.**

Source: Representative survey of Winnipeggers 2022



"THE FIRST THING I'D LIKE TO CHANGE IS REPRESENTATION. I DIDN'T SEE ANY TEACHERS THAT LOOKED LIKE ME IN MY HIGH SCHOOL, AND THAT MADE ME FEEL ALONE. WHEN YOU SEE SOMEBODY WHO LOOKS LIKE YOU DOING SOMETHING AMAZING, HAVING A JOB THAT'S VERY COMMENDABLE, IT BRINGS YOU COMFORT KNOWING, 'THAT COULD BE ME.'

I THINK A LOT OF INDIGENOUS PERSPECTIVES AND TEACHINGS CAN HELP OUR YOUTH GROW. ONE THING THAT EVERYBODY IN THE BUILD FROM WITHIN PROGRAM SHARES IS THE FEELING OF LOVE FOR EDUCATION, LOVE FOR ALL YOUTH. AND THAT'S WHAT REALLY DRIVES US FORWARD. THERE ARE SO MANY BARRIERS TO OVERCOME, BUT THE MAIN FOCUS IS HAVING THAT CHANGE ON A DEEPER LEVEL."

MALAIHKA SIEMENS, STUDENT TEACHER INTERN, OZHITOON ONJI PEENJIIIEE (BUILD FROM WITHIN)

Education

Education is an important predictor of health, living standards, and democratic participation.

RECIPIENT | Winnipeg School Division, University of Winnipeg, Indspire - Ozhitoon Onji Peenjiiee (Build From Within)

The Winnipeg School Division operates 78 schools and has the largest student population in Winnipeg.

The University of Winnipeg offers undergraduate and graduate programs at a dynamic campus and a downtown hub that connects people from diverse cultures.

Indspire is an Indigenous national charity investing in the education of First Nations, Inuit, and Métis people.

GRANTS | Indspire - Ozhitoon Onji Peenjiiee (Build From Within) received support from the Moffat Family Fund, a Donor-Advised Fund at The Foundation.



- Incorporate more Indigenous education and reconciliation in classrooms.
- Host leadership dialogue for students to share knowledge, experiences, ideas and innovation.

Calls for action submitted by participants of two public, Vital Conversations held on June 22, 2022.

COMMUNITY LEADERSHIP | Here are a few of the many organizations or projects working to improve this area of wellbeing in our community:

Wii Chiwaakanak Learning Centre offers educational and cultural programming rooted in Indigenous Knowledge in order to strengthen pathways for Indigenous students to attend university. The programming includes and values Indigenous knowledge, culture and perspectives throughout Winnipeg.

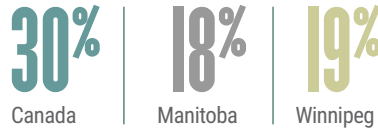
Urban Circle provides culturally appropriate education and training to Indigenous people in Winnipeg, offering certified programming connected to cultural teachings and labour-market demands.



% of children 0-12 for which there is a regulated childcare space:

ACCESS TO CHILD CARE SPACES

High-quality childcare positively influences social and emotional development and improves educational outcomes.



Source: Government of Manitoba and Child Care Canada 2020

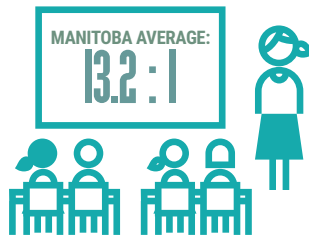
SCHOOL READINESS



The Early Development Instrument measures how prepared kindergarten students are to enter Grade 1. In Winnipeg over **10% of kids are vulnerable** in key areas of school readiness including physical health & wellbeing, social competence, language skills, and emotional maturity, with **15% lacking in communication skills and general knowledge**.

Source: Government of Manitoba 2018/19

STUDENT TO EDUCATOR RATIO



Ratio of students to educators in public schools (2019/20)

Winnipeg School Division:	13.2
Louis Riel School Division:	13.9
Pembina Trails School Division:	14.1
River East Transcona School Division:	13.9
Seven Oaks School Division:	14.0
St. James School Division:	13.2

Source: Government of Manitoba 2020

AVERAGE SPENDING PER PUBLIC SCHOOL STUDENT

Average expenditure per public school student (adjusted for inflation)



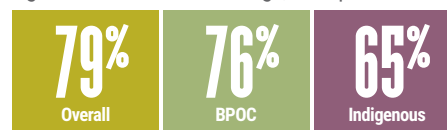
MANITOBA:
2015/2016: \$13,426
2019/2020: \$12,840

WINNIPEG:
2015/2016: \$13,183
2019/2020: \$12,671

Source: Government of Manitoba 2020

POPULATION WITH A HIGH SCHOOL DIPLOMA

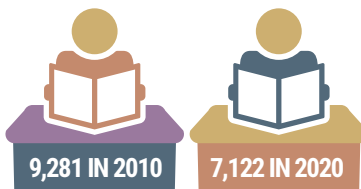
Nearly 80% of Winnipeggers have a high school diploma, slightly higher than the national average, and up from 56% in 2001.



Source: Statistics Canada



PARTICIPATION IN ADULT LITERACY PROGRAMS



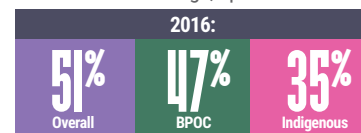
There are almost 2000 fewer adults taking literacy courses now than a decade ago, a result of the closure of a number of adult learning centres.

Source: Government of Manitoba 2020

POPULATION WITH A POST-SECONDARY DEGREE



In 2021, 59% of Winnipeggers have a post-secondary degree, just below the national average and slightly higher than the provincial average, up 8% from 2016.



Source: Statistics Canada

AVERAGE INCOME BY EDUCATION LEVEL 2016

Manitobans with University degrees make more than twice as much as those with no certificates, degrees, or diplomas.

University degree

\$61,026

Apprenticeship or trades diploma

\$49,103

High School Diploma

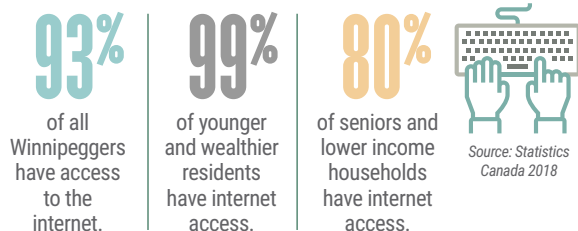
\$34,785

No certificate or diploma

\$27,999

Statistics Canada 2016

ACCESS TO THE INTERNET FOR PERSONAL USE



Source: Statistics Canada 2018

PANDEMIC IMPACTS ON CHILDREN

In 2020, **39%** of parents in Manitoba were very or extremely concerned about the impact of the pandemic on their child's school year and academic success, slightly higher than the national percentage of 36%.



Source: Statistics Canada 2020



"THE REASON PEOPLE ARE RELUCTANT TO TAKE BUSES THESE DAYS, BESIDES COVID, IS THEY DON'T FEEL SAFE ON THE BUS. THEY HEAR STORIES OF ASSAULTS AND BAD BEHAVIOUR AND THINK THAT'S THE CULTURE OF BUSES. BUT IF YOU HAVE MANY PEOPLE ON THE BUS FROM ALL WALKS OF LIFE, THE CULTURE IS MORE COMPLETE. THERE'S MORE OF A SPECTRUM OF PEOPLE THAT ARE ON THE BUS AND THERE'S SAFETY IN NUMBERS.

AN IMPORTANT PART OF THE TRANSIT MASTERPLAN IS DEVELOPMENT OF A FREQUENT SERVICE NETWORK. FREQUENCY AND SPAN ARE IMPORTANT TO SHIFT PEOPLE'S MINDSET TOWARDS ECO-COMMUTING. FREQUENCY IS HOW LONG WILL IT BE BEFORE THE NEXT BUS ARRIVES. SPAN IS HOW MANY HOURS A WEEK WILL IT BE AVAILABLE. THE MORE INFRASTRUCTURE WE GET, THE MORE PEOPLE USE IT. AND THEN THE MORE THEY USE IT, THE MORE THEY WANT THE SERVICE AND THE SAFER THEY FEEL."

CURTIS HULL, PROJECT DIRECTOR, CLIMATE CHANGE CONNECTION; LEAD AUTHOR OF MANITOBA'S ROAD TO RESILIENCE, CLIMATE ACTION TEAM'S COMMUNITY CLIMATE ACTION PLAN

Environment

The wellbeing of humans depends on the state of the environment. The impacts of human activity and sustainability practices are core to the long-term health of the planet and its inhabitants.

RECIPIENT | Green Action Centre

Manitoba's Climate Action Team (CAT) is a coalition of environmental organizations in Manitoba, working to create a road to resilience in our province:

- Canadian Centre for Policy Alternatives (CCPA)
- Climate Change Connection (a charitable project of MakeWay)
- Green Action Centre
- Manitoba Energy Justice Coalition
- The Wilderness Committee

Manitoba's Road to Resilience is a collaborative project to foster conversations about climate change, educate, and lead people to reduce their impacts and prepare for a changing climate due to global warming.

GRANTS | Climate Action Team's Road to Resilience received support from the Strategic Initiatives Fund, and from hundreds of Community Building Funds held at The Foundation.



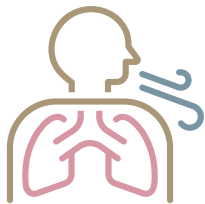
- Promote environmental education at all levels.
- Encourage eco-commuting and active transportation through education and better infrastructure.

Calls for action submitted by participants of two public, Vital Conversations held on June 22, 2022.

COMMUNITY LEADERSHIP | Here are a few of the many organizations or projects working to improve this area of wellbeing in our community:

Lake Winnipeg Foundation partnered with Lake Winnipeg Indigenous Collective to develop policies for knowledge sharing and worked with First Nations to develop the Lake Winnipeg Indigenous Accord.

ArtsJunktion supports the creative community and helps reduce landfill waste by redistributing reusable materials and offering it to the community on a take-what-you-need, pay-what-you-can basis.



AIR QUALITY HEALTH INDEX

Winnipeg's air quality health index has **improved by more than 10%** over the last decade, and now sits at **99%**, meaning almost every day is a low-risk day for air pollution.

Source: Government of Manitoba 2020

ORGANIC WASTE DIVERSION

Compost Winnipeg has doubled its diversion of organic waste going to the landfill since 2019, saving nearly one million kilograms from decomposing in a landfill.

Source: Compost Winnipeg



2019: 513,738 kg

2021: 941,043 kg

TRANSIT TRIPS PER CAPITA



While transit ridership understandably decreased during the pandemic, trips had already been dropping, making Winnipeg the only large city in Canada to see public transit use shrink in the last 20 years.

Public transit trips per capita in Winnipeg:

72.2 in 2010

68.8 in 2019

34.6 in 2020

Source: Winnipeg Transit



Source: Multi-Material Stewardship Manitoba (2020 report based on 2019 data)

MATERIAL RECOVERY RATES

Winnipeggers are doing a good job recycling paper, but only recycle half the plastic and aluminum we could be.

% of materials recovered by recycling in Manitoba:

98%

of printed paper

89%

of paper packaging

51%

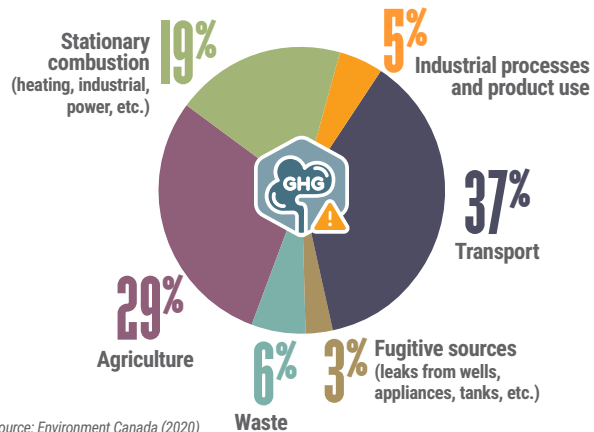
of plastic

55%

of aluminum

GREENHOUSE GAS EMISSIONS BY SOURCE

Sources of Manitoba's greenhouse gas emissions (2020)



Source: Environment Canada (2020)

PRECIPITATION

Despite some wet years, Winnipeg's precipitation has dropped by half over the last decade, with 749.8 mm falling in 2010 and 272.7mm in 2020.

Source: Environment Canada



CLIMATE ANXIETY

Winnipeggers concerns about climate change have nearly doubled since the beginning of 2022, with 56% of people surveyed saying they are increasingly anxious about it.

Source: Edelman Trust Barometer Survey (2020) and representative survey of Winnipeggers 2022

RECYCLING RATES

Winnipeg residential waste going to recycling facilities (kg/resident)



70 kg/resident in 2010

67 kg/resident in 2020

Source: City of Winnipeg

WASTE PER CAPITA

Despite packaging becoming lighter, Winnipeggers have reduced their waste per capita very little over the last decade, and still send over 500 pounds of garbage to the dump each year.

2013: 550 lbs

2021: 537 lbs



Source: City of Winnipeg



“HEALTHY POPULATIONS MEANS PEOPLE LIVING A LIFE THAT’S WORTH LIVING, A LIFE WITH PURPOSE THAT THEY CAN FEEL CONNECTED TO, THAT IS DRIVEN BY WHAT FITS WITH THEIR VALUES AND FITS WITH THEIR INTEGRITY.

PEOPLE WITH ADDICTIONS ARE OFTEN MAKING CHOICES THAT THEY DON’T LIKE BUT FEEL COMPELLED TO MAKE. IF YOU’RE LOOKING AT THE BROADER ASPECTS OF HEALTH, SUCH AS MEANINGFUL CONNECTIONS AND FEELING LIKE YOU’RE CONTRIBUTING TO THE WORLD YOU’RE LIVING IN, ALL OF THAT GOES BY THE WAYSIDE WHEN YOU’RE TRYING TO MEET A NEED OR COVER UP A TRAUMA.

TAMARACK IS DIFFERENT. THIS IS YOUR HOME NOW, AND WE ARE GOING TO TREAT YOU LIKE A VALUABLE MEMBER OF THIS COMMUNITY, AND WE’RE GOING TO HELP YOU FEEL CARED FOR AND SUPPORTED, EVEN IF YOU CAN’T YET FEEL THAT FOR YOURSELF.”

LISA COWAN, TAMARACK RECOVERY CENTRE, EXECUTIVE DIRECTOR

Healthy Populations

Healthy populations examines the factors that affect our health, including our own perceptions and the access we have to care for our physical and emotional wellbeing.

RECIPIENT | Tamarack Recovery Centre

Tamarack Recovery Centre is a Winnipeg community organization that provides in-house treatment to both male and female adults recovering physically, emotionally, mentally, financially, and socially, from addiction. Tamarack, a 47-year-old organization, delivers skills-based, recovery-oriented workshops to help patients discover the origins of their addiction, which are often tied to trauma. Tamarack helps people work through trauma and improve their wellbeing.

GRANTS | The Transitional Housing Aftercare Program received support from the Moffat Family Fund, a Donor-Advised Fund at The Foundation.



- Engage community and government for additional support.
- Encourage the public to continue breaking down social stigmas around addiction and mental health challenges.

Calls for action submitted by participants of two public, Vital Conversations held on June 22, 2022.

COMMUNITY LEADERSHIP | Here are a few of the many organizations or projects working to improve this area of wellbeing in our community:

The **Bruce Oake Recovery Centre** provides unique and proven addiction treatments that empower individuals with the resources and skills necessary to successfully re-enter society and thrive.

Addictions Foundation Manitoba (AFM) provides Manitobans with a range of services and supports relating to alcohol, substance use, and problem gambling.

Mood Disorders Association of Manitoba (MDAM) is a self-help organization dedicated to providing support, education, and advocacy for those living with a mood disorder, co-occurring disorders, or other mental health illnesses.

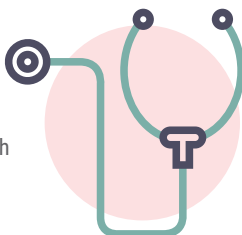
SELF-RATED OVERALL HEALTH

Only **52%** of Winnipeggers feel they are in good health, a 9% drop since 2015, and lower than the national average of 61% who rate their overall health as excellent or very good.

Source: Statistics Canada and representative survey of Winnipeggers 2022

34% of Winnipeggers in low income rate their overall health as excellent or very good.

34% of Winnipeggers with a disability rate their overall health as excellent or very good.



PERCEIVED LIFE STRESS

2018 **19%** 2020 (Pandemic) **31%**

In 2018, **19%** of Winnipeggers reported high levels of daily stress.

In 2020 (pandemic), **31%** of Winnipeggers reported high levels of daily stress.

Source: Statistics Canada



SELF-RATED MENTAL HEALTH

% of Winnipeggers who rate their mental health as excellent or very good:

70% 2015 **41%** 2020 (Pandemic) **52%** 2022

40% of 2SLGBTQ Winnipeggers rate their mental health as excellent or very good.

40% of Winnipeggers with a disability rate their mental health as excellent or very good.



Source: Statistics Canada and representative survey of Winnipeggers 2022

WAIT TIMES FOR ADDICTIONS TREATMENT



Wait time for addictions treatment in Manitoba:

MEN
44 days

WOMEN
119 days

Source: Addictions Foundation of Manitoba (May 2022)

OVERDOSE DEATHS



Source: Office of the Chief Medical Examiner, Government of Manitoba 2022

Deaths from substance overdose in Manitoba:

2018
202

2019
200

2020
372

2021
407

LIFE EXPECTANCY

People in lower-income neighbourhoods live eight years less than people in higher income neighbourhoods:

POINT DOUGLAS

MEN
74.3

WOMEN
77.8



ST. BONIFACE

MEN
81.2

WOMEN
86.3

Source: Winnipeg Regional Health Authority 2019

PANDEMIC IMPACTS ON CHILDREN



52%

of parents in Manitoba were most concerned about the pandemic's effect on their child's loneliness and isolation than any other factor.

Source: Statistics Canada 2020

ACCESS TO DENTAL CARE



Source: Representative survey of Winnipeggers 2022

Overall, **73%** of Winnipeggers visited the dentist within the last year.

52% of Winnipeggers in low income visited the dentist in the last year, due to less access to dental care.



"I FIRST GOT INVOLVED WITH ARTS ACCESSABILITY NETWORK MANITOBA (AANM) WHEN I WAS LOOKING FOR DEAF ARTISTS TO SKETCH WITH. I WASN'T HAVING ANY LUCK, SO I BECAME A MEMBER AND TOOK PART IN MANY PROGRAMS. THEY STARTED A NEW JOINT PROGRAM WITH MARTHA STREET STUDIO IN 2013 CALLED 'MAKING OUR MARK' AND I BECAME ONE OF THE FIRST SIX ARTISTS TO TAKE PART. IT WAS AMAZING BECAUSE THEY DID EVERYTHING TO MAKE SURE IT WAS INCLUSIVE. I MET PEOPLE WHO ARE NOW FRIENDS AND I FEEL LIKE I'M PART OF A COMMUNITY. MARTHA STREET STUDIO IS SUCH A FRIENDLY, INCLUSIVE PLACE. I FEEL AT HOME THERE. IT'S MY HAPPY PLACE. WE NEED TO SEE MORE ACCESSIBILITY FOR PEOPLE WITH A DISABILITY BECAUSE THEY CAN BRING A LOT TO THE ARTS WORLD."

ALICE CRAWFORD, LONG-TIME MEMBER, ARTS ACCESSABILITY NETWORK MANITOBA; PRINTMAKER, TYPOGRAPHY AND COLLAGE ARTIST

Leisure & Culture

Explores our participation and engagement with arts, culture, and recreation – all highly beneficial to wellbeing, physical and mental health, and social connections.

RECIPIENT | Arts AccessAbility Network Manitoba

Arts AccessAbility Network Manitoba (AANM) is a regional not-for-profit artist run charitable organization dedicated to full inclusion of artists and audiences with disabilities into all facets of the arts community. Its mandate is to support artists with disabilities to achieve individual artistic excellence, promote higher visibility of these artists within all disciplines and promote policies and practices intended to make the arts more accessible to all Manitobans.

GRANTS | Arts AccessAbility Network Manitoba has received support from the Arts Stabilization Manitoba Fund; Professional Development Grants Fund; and hundreds of Community Building Funds held at The Foundation.



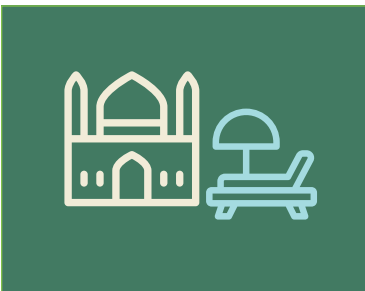
- Have affordable recreation year-round, in every neighbourhood, that is accessible (location, cost, time, services, etc.) for all age groups.
- Hold 'state of arts' meetings – factor Diversity, Equity, Inclusion (DEI) to determine what the arts/culture sector should look like and need.

Calls for action submitted by participants of two public, Vital Conversations held on June 22, 2022.

COMMUNITY LEADERSHIP | Here are a few of the many organizations or projects working to improve this area of wellbeing in our community:

The Inclusion through Art, Culture and Heritage (IACH) project, a collaboration between the **Social Planning Council of Winnipeg** and the **Ethnocultural Council of Manitoba**, provides individuals from ethnocultural newcomer and Indigenous communities with opportunities to enhance their skills in artmaking.

Graffiti Art Programming's Wall-to-Wall 2022, in collaboration with **Sunshine House** offers mentorship opportunities designed to give youth the skills, experience and confidence to reach their full potential and become the next generation of community leaders.



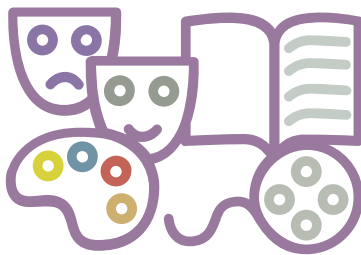
PARTICIPATION IN CULTURAL AND LEISURE ACTIVITIES

% of Winnipeggers who enjoy this leisure activity at least once a week:



Source: Representative survey of Winnipeggers 2022

TIME SPENT ON ARTS AND CULTURE ACTIVITIES



36% of Winnipeggers spend time each week enjoying the arts.

53% of Indigenous Winnipeggers make time to engage with arts on a weekly basis.

Source: Representative survey of Winnipeggers 2022

VOLUNTEERING FOR ARTS AND CULTURE GROUPS



Source: Representative survey of Winnipeggers 2022

One in five
Winnipeggers

One in four
Indigenous Winnipeggers

One in three
2SLGBTQ Winnipeggers

have volunteered with an arts group in the last year.

ATTENDANCE AT COMMUNITY ARTS AND CULTURE EVENTS

Visits to cultural events in Winnipeg had been steadily on the rise until the pandemic:



Source: Winnipeg Arts Council

RIVER ACCESS

51% of Winnipeggers feel they have easy access to a river.

39% feel parks and public spaces along the rivers are safe.

19% feel Winnipeg's rivers are clean.



Source: Representative survey of Winnipeggers 2022

PAID TIME OFF



Less than half of Winnipeg's labour force has paid time off, on par with the provincial and national average.

Source: Statistics Canada 2021

Living Standards



"OUR FOCUS IS VERY MUCH ON PEOPLE LIVING ON LOW LEVELS OF INCOME, WITH AN EMPHASIS ON PEOPLE THAT ARE FACING MULTIPLE BARRIERS TO ECONOMIC INCLUSION; ANYONE THAT IS AT DISPROPORTIONATE RISK OF POVERTY DUE TO SYSTEMIC AND STRUCTURAL BARRIERS.

IT'S REALLY UNEVEN OUT THERE. THERE ARE PEOPLE THAT HAVE FALLEN FURTHER BEHIND [ECONOMICALLY], AND IT'S BEEN EXACERBATED BY INFLATION. THERE IS A REAL LEVEL OF DESPERATION OUT IN THE COMMUNITY THAT WE HAVEN'T SEEN BEFORE, BUT IT'S ON A DIFFERENT SCALE. THERE HAS BEEN A LOT MORE DEMAND FOR OUR SERVICES AND SO WE ARE UNFORTUNATELY TURNING A LOT MORE PEOPLE AWAY.

PEOPLE ARE REALLY STRUGGLING. THERE IS A LOT OF DESPERATION. THERE'S AN EROSION OF PEOPLE'S LIVING STANDARDS, AND THERE IS A SENSE OF PRECARIOUSNESS."

LOUISE SIMBANDUMWE, SEED WINNIPEG, CO-DIRECTOR

Photo provided by SEED Winnipeg

Measures the level and distribution of income and wealth in Winnipeg, including poverty rates, income fluctuations, labour market security, job quality, and affordable housing.

RECIPIENT | SEED Winnipeg, partnership with Community Financial Counselling Services and Winnipeg Promise

SEED (Supporting Employment & Economic Development) is a non-profit charitable organization working to build strong communities and increase opportunities for people who are living on low levels of income. They do this through a range of financial empowerment programs including tax filing and benefits navigation, matched savings, financial literacy, access to basic identification, supporting small businesses, and working with newcomers to have their credentials recognized.

GRANTS | The Access to Benefits and Tax Time Savings Project received support from the Moffat Family Fund, a Donor-Advised Fund held at The Foundation.



- Enhance the financial knowledge, skills and confidence of vulnerable community members using A to B approach.
- Reduce the financial stress experienced by financially vulnerable community members.

Calls for action submitted by participants of two public, Vital Conversations held on June 22, 2022.

COMMUNITY LEADERSHIP | Here are a few of the many organizations or projects working to improve this area of wellbeing in our community:

Canadian Community Economic Development Network (CCEDNet) connects people and ideas for action to build local economies that strengthen communities and benefit everyone.

Canadian Centre for Policy Alternatives (CCPA) is a research institute concerned with issues of social, economic and environmental justice and collaborates with high-level researchers to produce original research on contemporary social and economic issues.

PANDEMIC IMPACT ON EMPLOYMENT CHANGE

Canadians earning less than \$17 per hour lost the most working hours during the COVID-19 pandemic, while those earning \$35 or more per hour saw little change in working hours.

Decrease in working hours during the COVID-19 pandemic:



Source: Statistics Canada 2020

PANDEMIC IMPACT ON ESSENTIAL NEEDS

One in five Winnipeggers were unable to meet their financial needs including making rent or mortgage payments, paying for utilities or buying groceries due to COVID-19.

% who say COVID-19 had major or moderate impact on their ability to meet financial obligations or essential needs:

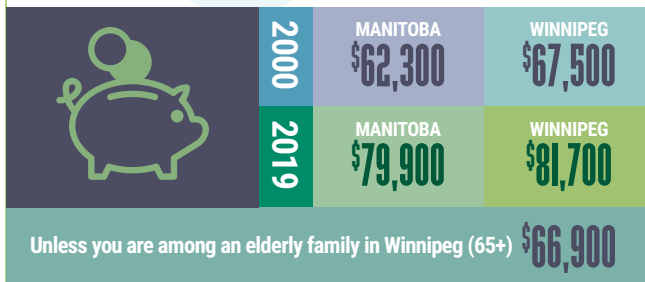
22% WINNIPEG OVERALL

37% INDIGENOUS, BLACK AND PEOPLE OF COLOUR

Source: Statistics Canada 2020

MEDIAN TAKE HOME FAMILY INCOME

Median take-home family income has improved over the last two decades across the province:

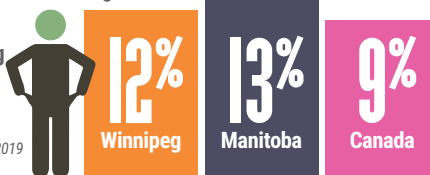


Source: Statistics Canada 2019

PEOPLE ON A LOW INCOME

Winnipeg's low-income population has increased in the last two decades, with more than one tenth of the population living on a low-income, and is higher than the Canadian average.

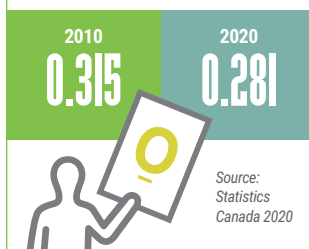
% of persons living on low income:



Source: Statistics Canada 2019

GINI CO-EFFICIENT

The Gini co-efficient measures income inequality, with zero being perfect equality and one representing a single person having access to all income. Manitoba's income inequality has been steadily improving over the last decade:



Source: Statistics Canada 2020

RENTAL AFFORDABILITY

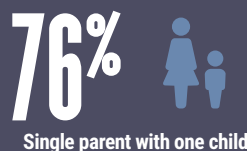
Number of affordable rental units available for every 20 low-income household renters:



Source: Canadian Mortgage and Housing Corporation Rental Market Survey 2021

WELFARE AS A PERCENTAGE OF THE POVERTY LINE

Welfare income as a percentage of the official poverty line for four different households receiving welfare in Manitoba:



Source: Maytree Canada 2022

FOOD BANK USAGE



Food bank usage has more than doubled in 3 years. In 2019 there were 6,180 households using food banks in Winnipeg compared to 11,037 households in 2022.

Source: Harvest Manitoba

UNEMPLOYMENT RATE

% of people with long-term unemployment:

	WINNIPEG	MANITOBA	CANADA
2017:	6%	5%	7%
2020:	9%	8%	9%
2021:	8%	7%	8%

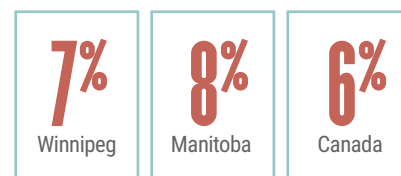
Source: Statistics Canada 2021

MARKET BASKET MEASURE OF POVERTY

The Market Basket Measure (MBM) measures poverty, with those below the MBM poverty line being unable to afford necessities such as food, clothing and shelter.



% of families living below the MBM poverty line:



Source: Statistics Canada 2019

EXPERIENCES OF HOMELESSNESS IN WINNIPEG

2022
1,256 PEOPLE COUNTED EXPERIENCING HOMELESSNESS:

123 unsheltered
422 emergency sheltered
405 provisionally accommodated
306 unknown location

The Street Census is a snapshot count and not an enumeration of people experiencing homelessness.

18

The most common age that people first experience homelessness.

Researchers estimate that for every 1 person experiencing absolute homelessness, 3 people are experiencing hidden homelessness.

Source: End Homelessness Winnipeg Street Census



"THE SUPPORT2SUPPORT PROGRAM WAS A UNIQUE OPPORTUNITY TO COME TOGETHER WITH OTHER CEOs AND EXECUTIVE DIRECTORS AT A TIME WHEN EVERYBODY WAS TRYING TO FIGURE OUT HOW TO LIVE IN THE WORLD OF COVID. WE HAD WEBINAR SESSIONS TO TALK ABOUT THINGS LIKE UNCERTAINTY, STRESS MANAGEMENT, AND RESILIENCE.

TO SEE OTHER PEOPLE ON THE SCREEN SHOWING UP TO HAVE THESE CONVERSATIONS WAS VITAL FOR SO MANY REASONS. PART OF IT WAS KNOWING I'M NOT DOING THIS ALL BY MYSELF. THERE WERE 10 OR 12 OTHER FACES ON THE SCREEN. THAT MADE ME FEEL LIKE 'YOU'RE NOT [DOING THIS] ALONE, YOU'VE GOT A GROUP OF PEOPLE THAT YOU CAN EITHER TALK TO RIGHT HERE IN THE MOMENT OR YOU CAN FOLLOW-UP WITH AFTER.'"

RHONDA TAYLOR, CEO, CAREER TREK

Time use

Measures how we spend our time, how we experience time, what factors control our time use and how this affects our wellbeing.

RECIPIENT | Volunteer Manitoba

Volunteer Manitoba supports groups and individuals in the voluntary sector to develop and enhance their capacity to anticipate, understand, celebrate, and meet community needs in Manitoba. Support2Support provided mental health supports to charitable sector leaders as they coped with the COVID-19 pandemic.

GRANTS | The Support2Support program received support from the COVID-19 Community Response Fund.



- Volunteer for an organization that provides social support to others.
- Consider how your wellbeing is directly related to the wellbeing of everyone else in the city; consider and fortify your own social supports.

Calls for action submitted by participants of two public, Vital Conversations held on June 22, 2022.

COMMUNITY LEADERSHIP | Here are a few of the many organizations or projects working to improve this area of wellbeing in our community:

Manitoba Possible's Adult Recreation and Leisure program provides year-round recreation and leisure activities as well as group social outings to attractions in Winnipeg.

A & O's Connect program aims to reduce participants' isolation and stress through companionship by pairing participants with a volunteer in the community for weekly visits.

WORKING MULTIPLE JOBS

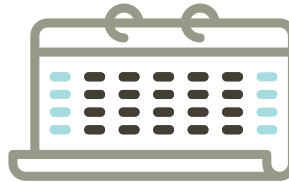


1 in 12

One in 12 Winnipeggers work at multiple jobs, which is associated with increased health risks and higher stress levels, and is higher than the national average.

Source: Statistics Canada 2021

REGULAR WEEKDAY HOURS



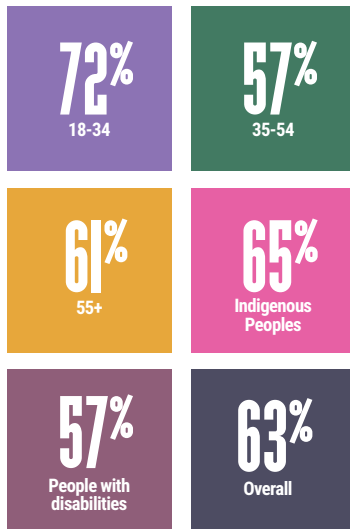
65%

of Winnipeg workers work regular hours – higher than the national average of 60%.

Source: Statistics Canada 2021

TIME SPENT WITH FRIENDS

% of Winnipeggers who spend time with friends in person at least once per week:



Source: Statistics Canada

COMMUTE TIMES IN WINNIPEG



Less than 15 minutes:

22%

15-30 minutes:

43%

More than 45 minutes:

10%

Source: Statistics Canada 2016

PANDEMIC IMPACTS ON FAMILY

71%

of parents in Manitoba were most concerned about balancing childcare, schooling, and work during the pandemic more than any other family situation.

Source: Statistics Canada 2020



What gives us hope, what discourages us

More than 100 people participated in two virtual Vital Conversations and shared what gives them hope and what fosters discouragement. Here is a collection of responses.

WHAT DISCOURAGES US?

"THERE ARE PEOPLE EXPERIENCING POVERTY AND ADDICTION AS WELL AS SAFETY CONCERNS IN SOME NEIGHBOURHOODS, BUT THERE IS A DISPROPORTIONATE PERCEPTION OF THE THREAT TO NEIGHBOURHOOD SAFETY COMPARED TO THE REAL THREAT."

"THE NEED FOR EMERGENCY FOOD IS GREATER THAN WHAT IS PROVIDED THROUGH THE FOOD BANK, AND THAT IS DISCOURAGING. EVEN PEOPLE WHO ARE REGULAR FOOD BANK RECIPIENTS ARE FOOD INSECURE – RECEIVING FOOD FROM THE FOOD BANK DOES NOT PROVIDE FOOD SECURITY."

"THE LACK OF AUTHENTIC ENGAGEMENT IN THE COMMUNITY BY GOVERNMENT AND LACK OF HELPING THOSE IN NEED IS DISCOURAGING."

"WE NEED TO FOCUS ON HOW WE CAN MAKE WINNIPEG MORE BIKE AND PEDESTRIAN FRIENDLY. ELECTRIC VEHICLES ARE EXPENSIVE AND INSUFFICIENT."

"THERE ARE A LOT OF PEOPLE ON THE 'HAVE' SIDE WHO ARE COMPLETELY UNAWARE OF WHAT IT IS LIKE ON THE 'HAVE NOT' SIDE. THERE IS A LOT TO BE DONE TO BRING AWARENESS TO THAT DEMOGRAPHIC."

"ETHNOCULTURAL ARTS AND ARTISTS ARE FORGOTTEN IN SOME WAYS, AND THESE TRADITIONS ARE IMPORTANT."

"IT IS DISCOURAGING THAT PEOPLE TEND NOT TO SEE THE LONG-TERM BENEFIT OF WORKING TOWARD HELPING THE ENVIRONMENT. ORGANIZATIONS AND GOVERNMENT ARE NOT TAKING SUFFICIENT ACTION."

"THERE IS NOT ENOUGH FUNDING FOR SENIORS TO LIVE A HEALTHY LIFESTYLE THROUGH THE AVAILABLE PROGRAMMING ON A FIXED INCOME."

"THERE IS A LACK OF HUMANITY TOWARD PEOPLE EXPERIENCING ADDICTION AND PEOPLE WHO ARE HOMELESS. THERE ARE NOT ENOUGH PROGRAMS, RESOURCES AND HOUSING FOR PEOPLE EXPERIENCING ADDICTION."

"THERE IS A LACK OF KNOWLEDGE ABOUT POLITICS AND WHAT IT MEANS. THERE IS NO FULL UNDERSTANDING OF HOW GOVERNMENT AFFECTS FUNDING TO EDUCATION, WORK AND HOUSING."

WHAT GIVES US HOPE?

"IT GIVES ME HOPE HOW WE ARE BLOWING WIDE OPEN DOORS TO CONVERSATIONS THAT ARE ADDRESSING EQUITY AND EMBRACING DIVERSITY – NOT BECAUSE IT'S 'COOL,' BUT BECAUSE IT IS GENUINE. HOW WE ARE EMBRACING OTHER CULTURES, SEEING AND BEING AROUND OTHERS AND APPRECIATING WHAT THEY BRING TO THE TABLE."

"SEEING MORE AND MORE PEOPLE COMING OUT AFTER COVID AND WALKING OR USING ACTIVE TRANSPORTATION IS INSPIRING AND PROMOTES COMMUNITY VITALITY."

"IT GIVES ME HOPE TO SEE YOUNG PEOPLE WHO ARE ACTIVE 'DOERS.' YOUTH LEADERSHIP ALREADY EXISTS. YOUNG PEOPLE ARE ENGAGING THEMSELVES, STUDYING AND LEARNING THE DEMOCRATIC PROCESS."

"MORE ORGANIZATIONS ARE LOOKING AT WAYS TO PROVIDE ENVIRONMENTAL JUSTICE AT THE GRASSROOTS LEVEL."

"IT GIVES ME HOPE TO SEE PEOPLE TEACHING CHILDREN THE IMPORTANCE OF CARING FOR THE ENVIRONMENT."

"WE ARE SEEING MORE DIVERSITY IN THE CLASSROOM, AND THAT GIVES US HOPE."

"CONVERSATIONS WITH OTHERS – THE OPEN DIALOGUE RIGHT NOW IS INSPIRING, ESPECIALLY AROUND RESIDENTIAL SCHOOLS AND THE INDIGENOUS EXPERIENCE. KNOWING PEOPLE ARE WILLING TO HAVE CONVERSATIONS GIVES ME HOPE."

"MAYBE WE WON'T END HOMELESSNESS IN OUR LIFETIMES, BUT I HOPE THAT WE CAN SHOW TENACITY AND USE OUR ACTIONS TODAY TO GUIDE THE FUTURE."

"THE INCREASE IN PARTICIPATION IN POST-SECONDARY EDUCATION, INCLUDING MORE WOMEN STUDENTS AND MORE INDIGENOUS STUDENTS GIVES ME HOPE."

"THE MANY PEOPLE WORKING ON WINNIPEG'S CHALLENGES AND THEIR DETERMINATION TO MAKE INROADS GIVES ME HOPE."

Methodology

The scientific survey of 1,200 Winnipeggers was conducted by Probe Research Inc., using an online panel of respondents supplemented by targeted outreach into diverse communities. This ensured the survey was representative of Winnipeg's population. The survey asked questions focused on connection, wellbeing, and experiences of Winnipeggers.

Secondary Data

The Canadian Centre for Policy Alternatives – Manitoba Office provided data support to ensure the indicators for Winnipeg's Vital Signs® 2022 are relevant, accurate and comprehensive.

Community Foundations of Canada works with the International Institute for Sustainable Development to undertake national research provided support.

Please note the information presented in this publication was gathered to the best of our abilities using the most current data available.

Vital Signs® Advisory Committee

A special thank you to the volunteer panel who provided guidance and advice.

Shereen Denetto, Immigrant and Refugee Community Organization of Manitoba, Inc

Spencer Duncanson, The Little Opera Company

Connie Newman, Manitoba Association of Senior Centres and Age Friendly Manitoba Initiative

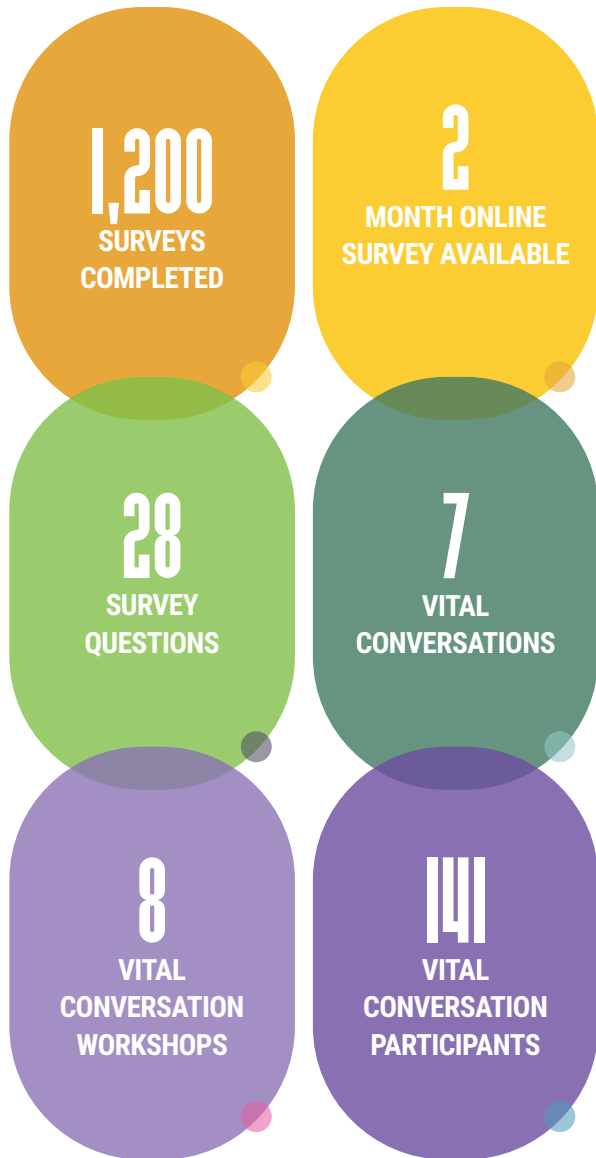
Manish Pandey, The University of Winnipeg

Diane Roussin, Board Member, The Winnipeg Foundation; Winnipeg Boldness Project

Louise Simbandumwe, SEED Winnipeg Inc

Cathy Steven, Health in Common

Special thanks to **Sam Unrau**, Manitoba Possible



Vital Signs® uses local knowledge to measure the vitality of a community and support action towards improving collective quality of life. Local data gathered through the program is used to support evidence-based, locally-relevant solutions to improve the quality of life at the community level. Vital Signs® aims to inspire civic engagement, to provide focus for public debate, and to help a range of citizens take action and direct resources where they will have the greatest impact.





Reconnecting Winnipeggers

Winnipeg's Vital Signs® 2022 is rooted in a framework of wellbeing where all the elements are interconnected. Much like the root system of a tree, there are several factors that keep the tree grounded and the forest thriving.

During the yearlong process of conducting research for Vital Signs® we spoke with people about their lived experiences, collected and interpreted statistics from numerous sources, and surveyed the communities we live in. These conversations and analysis revealed that there is a common element that keeps us grounded and thriving: connectivity.

Connectivity means being connected to people, culture, and community; it is a feeling of belonging, where joy, sorrow, and laughter can all be shared. Being connected to a community is vital to wellbeing. Not being connected to others leads to isolation, loneliness, and unhealthy ways of coping with the daily trials of life.

The isolation caused by the COVID-19 pandemic distanced us from loved ones, communities, and culture. Coping with loneliness, overwhelmed by family responsibilities, dealing with fears, and managing shortages of necessities created a perfect storm of disconnection.

The beauty that trees in nature and people in communities share is resiliency. The whole is greater than the sum of its parts. We can come together and re-establish connection by reaching both inwards and out, and offering support to one another.

Reach in

We can only be as good to others as we are to ourselves. Assessing how we feel physically and emotionally, and talking about it is important. One of the pandemic's silver linings has been the new attention given to loneliness and feeling isolated. Anxiety around gathering again is very real. Anxiety, depression, and other mental health challenges affect our overall physical health. One in five Canadians will experience a mental health challenge. We are all affected and acknowledging our challenges is a step toward connectivity.

Reach out

Community is defined as a group with common and shared experiences. It is different for everyone. It can be a city, neighbourhood, culture, or group with shared interests and values. Gathering together during the pandemic was put on pause. Being isolated was hard and we are all learning how to gather again. It is vital to feel like we belong to a community in order to be well. Reach out to friends, visit your community centre, celebrate your culture and spirituality, volunteer. Winnipeg is a richly diverse city – the possibilities are endless.

Support

Supporting community connects people with one another, creating a sense of purpose and belonging for both the volunteer and recipient. It ignites passion, prevents isolation, and combats depression. Supporting community can be helping a neighbour or friend, volunteering with an organization that you care about, or donating to a cause that is important to you.

Winnipeg's Vital Signs® 2022 illustrates how interconnected wellbeing is for individuals and communities, and how the health of one can affect the other. The root systems of trees are interdependent, and they thrive when gathered together in a forest. People are also interdependent, and when we gather together, support each other, and show compassion we can create a supportive community to call home.



Check out the Vital Signs® website for additional information and reports at winnipegvitalsigns.org



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