



2024 CAMPBELL RIVER'S Vital Signs.®



Campbell River
**COMMUNITY
FOUNDATION**

MESSAGE FROM THE EXECUTIVE DIRECTOR

Welcome to our fourth Vital Signs report! As one of 80+ Community Foundations across Canada participating in the Vital Signs program, we are committed to tracking and understanding community vitality. Locally, this report helps identify our community's strengths and needs. Nationally, Community Foundations of Canada (CFC) compiles the program's findings to advocate for policy changes at the federal level. By reading this report, readers can notice how different sectors, sometimes seemingly unrelated, may influence one another. This report is a community deliverable to spark meaningful conversations and collective action among individuals, families, businesses, non-profits, and charitable organizations.

Wherever possible, we use charts and graphs to illustrate changes since our first report in 2016. Over the years, Campbell River has seen significant shifts: population growth, demographic changes, rising living costs, complex housing challenges, and the growing impact of mental health and addiction issues. In some areas, progress is being made; in others, we believe that working together will make a vital difference.

This year's report highlights two key issues affecting community health in the coming



Michaela Arruda
EXECUTIVE DIRECTOR

Land Acknowledgement

The Campbell River Community Foundation is "Helping People Help Others" in the communities of Campbell River, Quadra Island, Cortes Island and Sayward. We respectfully acknowledge the unceded traditional territories of the *Li̱g̃w̃iłdax̃w* people—the We Wai Kai, Wei Wai Kum, and Kwiakah First Nations. We honour our relationships with these First Nations, the Homalco First Nations and all other First Nations, Metis, and Inuit peoples who reside in these territories.

Front cover photo, pictured: Community member at CR Live Streets 2024, photo by Alison Dawn Photography, courtesy of the City of Campbell River.

Back cover photo, pictured: Art + Earth Festival, photo by Bluetree Photography, courtesy of the City of Campbell River.

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CAMPBELL RIVER AT A GLANCE | *λamatoʷ*



CAMPBELL RIVER AT A GLANCE | *λamatoʷ*

Gilakas'la to June Johnson of the We Wai Kai Nation for providing *Li̱g̃w̃iłdax̃w* words for the Vital Signs sector headings, found throughout this report.

39,665 **Total Population¹**

BC Stats estimates that Campbell River's **population was 39,665 in 2023**. Between 2021 and 2023, **the population grew by 4.7%**. The rate of growth in Campbell River was similar to that of British Columbia, which grew by 5.4% in the same time period.

POPULATION BY AGE COHORTS (2023)¹

20.3% CHILDREN & YOUTH (19 AND YOUNGER)	
54.1% ADULTS (20 – 64 YEARS)	
25.6% SENIORS (65+ YEARS)	

46.1 **Median Age (2023)¹**

Campbell River's median age has **dropped from 48.4 years in 2021 to 46.1 years in 2023**. In the same time frame, British Columbia's **median age dropped from 42.8 years to 41.0 years**. While Campbell River's median age has dropped, **the senior population has grown and is predicted to grow dramatically**. Considered together, this information suggests that Campbell River's population of children, youth, and early adults is growing as well.

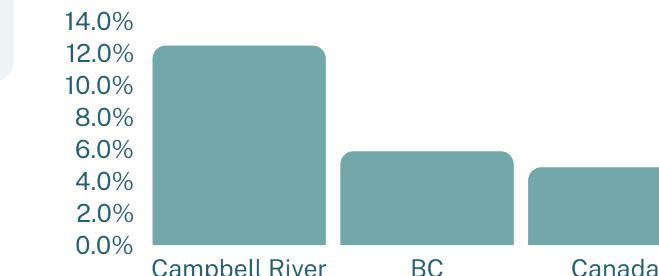
9,500 **Newcomers²**

Between 2016 and 2021, Campbell River welcomed **9,500 new residents** to the community. Of those, **93.3% were from other places in Canada**, and **6.7% were from outside of Canada**.

VISIBLE MINORITY POPULATION (2021)²

1/20 CAMPBELL RIVER	
1/3 BRITISH COLUMBIA	
1/5 CANADA	

INDIGENOUS IDENTITY (FIRST NATIONS, METIS, INUIT), 2021²



COASTAL FIRST NATIONS³

The unceded territory of the *Li̱g̃w̃iłdax̃w* Nation extends from the northern end of Johnstone Strait to Qualicum River and the channels, rivers, flocks, islands and mountains, and resources between. Since time immemorial, First Nations people have long cared for and protected these lands. Today, there are three nations of the Laichwiltach confederacy: The Wei Wai Kum whose reserve is downtown Campbell River and on the spit, the We Wai Kai with 5 reservations but two occupied at Quinsam and Cape Mudge on Quadra Island, and the Kwiakah First Nation from Phillips and Frederick Arm with most members residing in Campbell River. Other First Nations with reserve land in our community are the Homalco First Nation located by Jubilee, and the Tlowitsis Tribe located on York Road.

WE WAI KUM: 957

WE WAI KAI: 1,286

KWIAKA FIRST NATION: 21

HOMALCO: 486

TLOWITSIS: 451

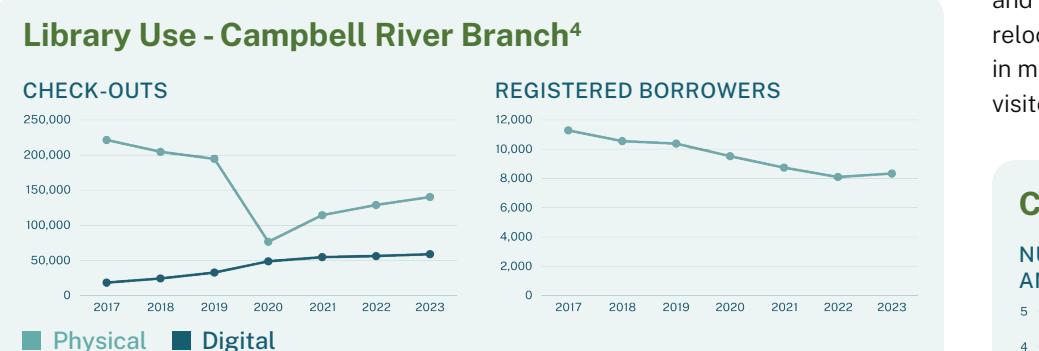
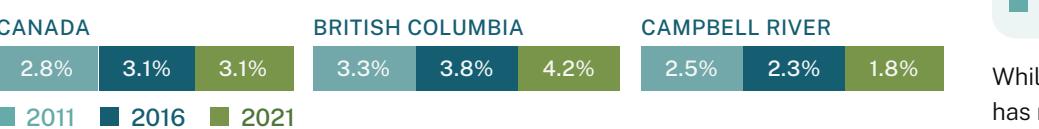


Pictured: Unveiling of the Wei Wai Kum arch at ʔuxstalis (Tyeey Spit), photo by Eryn Vailis, courtesy of Wei Wai Kum First Nations.

As an employer, the arts and culture sector has decreased over the course of a decade. As a community pursuit, local institutions report steady interest in their offerings, with the caveat that for most, 2020 and 2021 were quieter than usual.

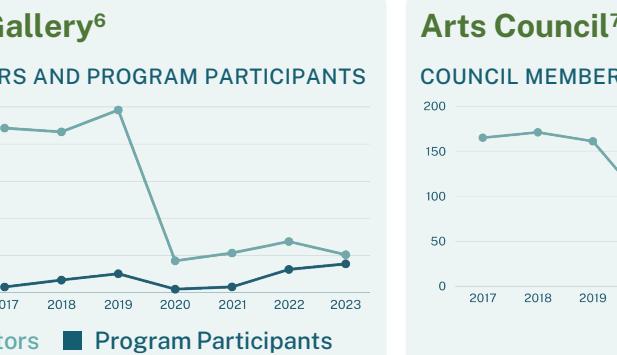
Employment in Cultural Occupations²

While employment in cultural occupations (art, culture, recreation, and sport) posted a slight increase at the provincial and federal levels over a ten-year period, the inverse was true in Campbell River, and the sector shrank slightly at five year intervals.

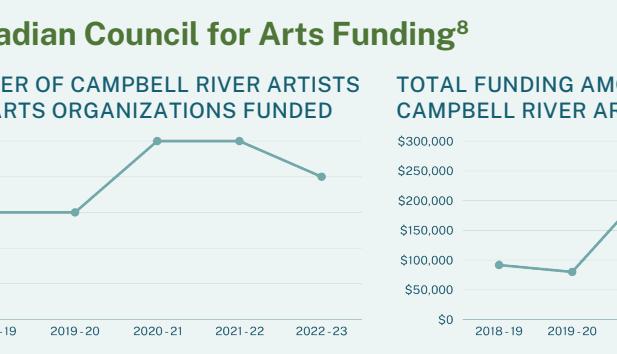
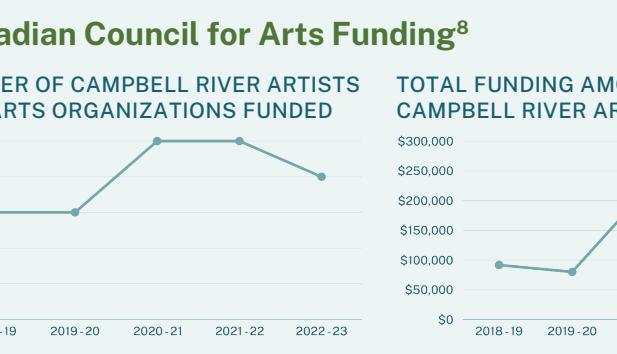


Did You Know?

The Wei Wai Kum Nation unveiled a new, carved arch on the Tyee Spit in June. The arch represents both the Nation's deep connection to the land and co-operation (the two figures are connected holding a sea serpent, "recalling ancient connection between families and nations on this part of the coast").



While program participation has rebounded post-pandemic, visitorship has not. The opioid and housing crisis resulted in the relocation of the Visitor Centre in mid-2022 which has affected visitorship at the Art Gallery.



Did You Know?

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In Campbell River, **1 in 5 residents is between 0-19 years old**. Of these, **1 in 5 live in poverty**. While rates of early years vulnerability are higher than our provincial counterparts, rates of thriving in the middle years are on par or better than the provincial average.

8,034 Number of Children and Youth (19 and Younger)¹

BC Stats estimates that Campbell River's population of children and youth was 8,034 in 2023. Children and youth comprise 20.3% of the community.

1 IN 5 Child Poverty Rate¹⁰



In the Strathcona Regional District, nearly 1 in 5 children live in poverty. The child poverty rate dropped significantly between 2019 and 2020, likely due to pandemic-era government benefits.

EDI Vulnerability¹¹

School districts across British Columbia participate in ongoing data collection in the Kindergarten year to better understand vulnerability in the early years. Vulnerability is measured across five domains: physical health and well-being, social competence, emotional maturity, language and cognitive development, and communication skills. Over the last decade, Campbell River children have fared similarly to their provincial counterparts: the proportion of Kindergarten children vulnerable on one or more scales generally hovers around one-third.

Vulnerability Rate by Time Period	Wave 6 (2013-2016)	Wave 7 (2016-2019)	Wave 8 (2019-2022)
SCHOOL DISTRICT #72	27.7%	34.8%	33.7%
BRITISH COLUMBIA	32.2%	33.4%	32.9%

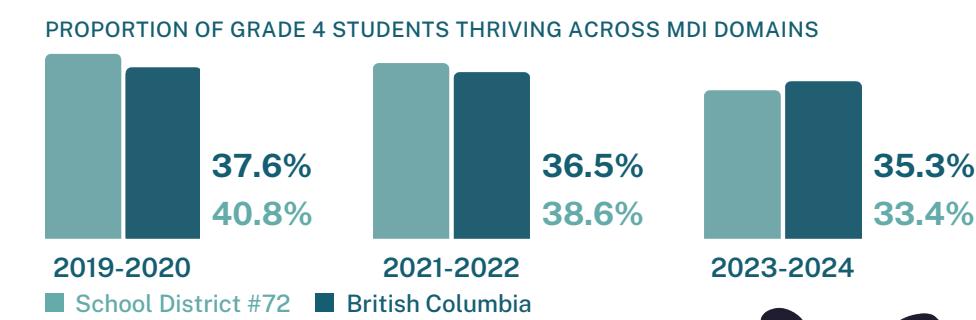
Child and Youth Mental Health Programs¹⁵

The John Howard Society of North Island reports on the number of children, youth, and families that have received mental health support through their child and youth mental health outreach, Foundry mental health counseling, and Foundry psychiatry programs. Other organizations offer youth mental health programs but do not publicly report on program usage.

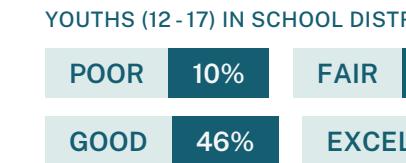
1,513 Childcare Spaces¹²

There are 1,513 licensed childcare spaces in Campbell River, a marked increase over the 1,084 we reported in 2022. Nearly 200 of these new spaces offer before and after school care on school grounds. Anecdotal reports suggest that the number of child care spaces for the youngest children (twelve to thirty months) remain inadequate given the population and demand.

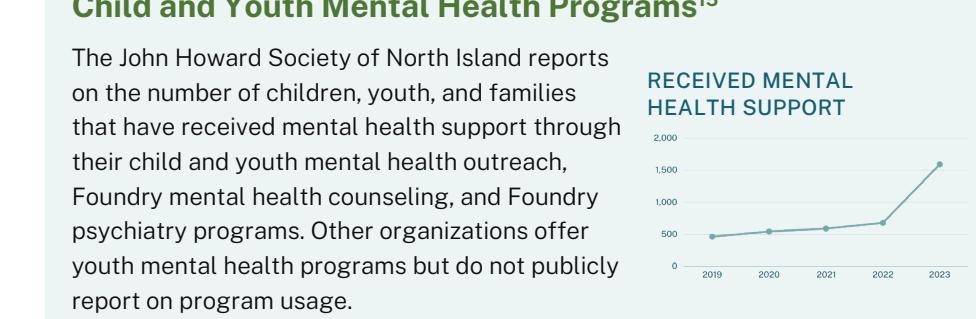
MDI Thriving¹³



Youth Self-Rated Mental Health¹⁴



Child and Youth Mental Health Programs¹⁵

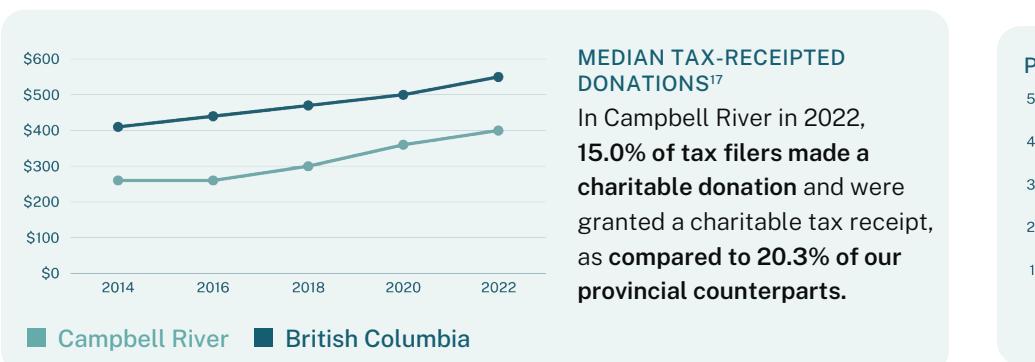


A number of measures of civic life are decreasing, from the number of registered charities, to the proportion of tax filers making a charitable donation. Donations have increased incrementally each year, but not enough to meet the demand of local needs. Municipal voter turnout hovers near the provincial average.

81

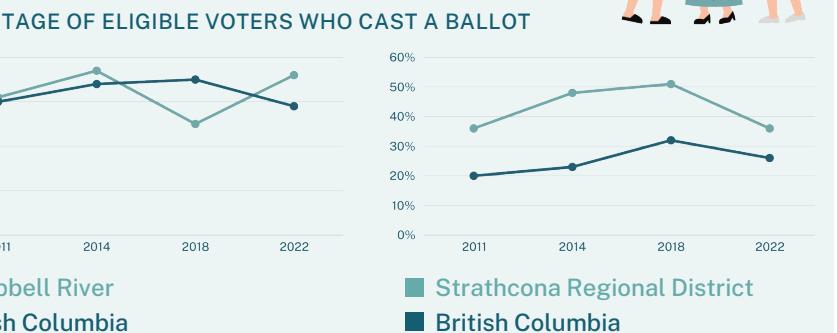
Number of Registered Charities¹⁶

Campbell River's registered charitable organizations have declined since we started reporting on them in 2018. At that time, there were 91 charities registered in Campbell River. In 2022, there were 84, and in 2024, there are 81. In six years, fourteen local charities have shuttered. In the same time period, four new charities have become registered.



6

Voter Turnout — Municipal Elections¹⁸



Campbell River's charitable sector is vibrant, diverse, and not without challenges. We conducted a survey from May to June 2024 to better understand the strengths and capacity of the sector. **We received 36 responses. 66% were from charities and 34% from not-for-profits.**

In our reporting, we use the term "social profit sector" to encompass charities and not-for-profits. The term "social profit" was coined by David Grant to suggest that "the well-being of society is dependent on organizations doing their work and doing it really well for the good of those they help directly and for the good of their community."²⁰

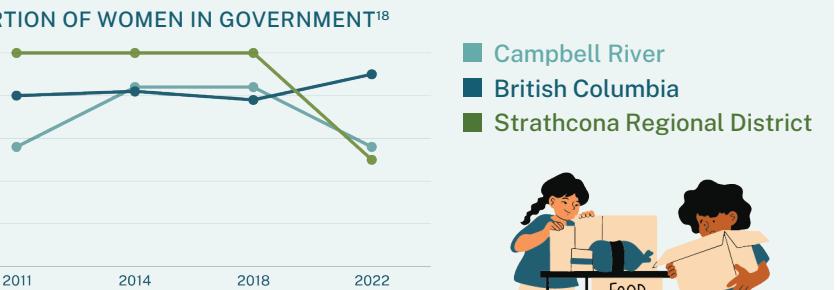
How is Campbell River's Social Profit Sector Defined?

CHARITIES:

- Federally registered with the CRA
- Must comply with the Income Tax Act
- Can provide tax receipts
- Must operate for charitable purposes: relief of poverty, advancement of education, advancement of religion, and other purposes beneficial to the community
- Public list of registered charities available

NOT-FOR-PROFITS:

- Provincially registered
- Must comply with the Societies Act
- Can not issue tax receipts
- Must operate within a broader set of purposes: social welfare, civic improvement, pleasure, recreation, or any other purpose except profit
- Public list of not-for-profits not available



10 Number of Service Clubs¹⁹

Campbell River has at least 10 service clubs, including two Rotary clubs, Lions, Elks, Shriners, Kinsmen, Kinettes, Knights of Columbus, Altrusa, and the Royal Canadian Legion. A service club is an organization that promotes fellowship among its members and is devoted to volunteer community service.

How We Helped

CRCF organized and facilitated capacity-building opportunities in the non-profit sector, covering topics such as Board Governance, Strategic Planning, Social Enterprise, Philanthropic Tax Planning, and more.



HERE IS WHAT WE LEARNED

Audience

The following are beneficiary populations: all ages across the lifespan (child, youth, adult, senior); Indigenous people; Racialized people; Immigrants, refugees, newcomers, and English language learners; the 2SLGBTQIA+ community; people with physical and or mental health concerns; low-income and/or unhoused people; and victims of violence or domestic violence. A small number of organizations also serve the animal population.

Some organizations are large and have a broad purpose, and may serve tens of thousands of people per year (a museum or arts organization, for example). Others offer more targeted services, specifically to sub-groups. An example would be English language tutoring for newcomers to Canada.

Here is how some Campbell River organizations describe their reach, in their own words:

"We assist over 100 people a day in regards to... employment."

"We have approximately 480 clients who are dealing with [medical diagnosis] on our caseload. We work with an average of 58 people a week."

"3100 hampers are handed out per month on average."

"We partner with SD72... so we aim to reach every student in SD72."

"30,000-35,000 audience members per year."

"This is very hard for us to answer... Directly, many people through [our programs] and participation in organized activities. Indirectly, the whole community through the work that we do here."

7



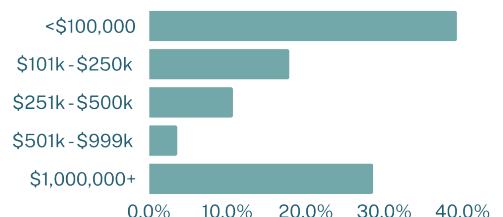
SPOTLIGHT ON THE SOCIAL PROFIT SECTOR

\$710,298

Average Revenue, Expenditure, and Assets

A wide range of annual revenue and expenditures were reported. **28** social profit organizations reported annual revenue between \$0 and multi-millions. The average was **\$710,298/year**, but that was skewed by a small number of organizations with large revenues generally derived from stable government funding. The total reported revenue was **\$86,834,375**.

PROPORTION OF RESPONDENTS REPORTING REVENUES OF...



Generally, revenues and expenditures matched. This is common practice in the social profit world - funders typically expect to see that the funds granted were utilized in the agreed-upon time frame.

We asked respondents about the **sources of their revenue**, and ten sources were identified. (Note: respondents could choose multiple sources of revenue).

GRANTS: 71.4%

INDIVIDUAL DONATIONS: 48.6%

CONTRACTS: 45.7%

MAJOR GIFTS (CASH GIFTS OF \$1,000 OR MORE, OR GIFTS OF SECURITIES OR LEGACY GIFTS): 40%

REVENUE GENERATED BY EVENTS: 40%

Crowdfunding and loans were also listed as revenue sources but were not chosen by respondents.

1,321

Staffing

After financials, the survey asked about staff. In total, respondents reported that their organizations employ **1,321** people (868 full-time and 453 part-time).

IN THE LAST TWELVE MONTHS, HAS YOUR ORGANIZATION'S STAFFING CAPACITY...

STAYED THE SAME

40%

INCREASED

51.4%

DECREASED

8.6%



Survey respondents reported **94** vacancies at the time of survey completion between permanent, part-time, casual, and temporary positions. Barriers to attraction and retention included: **inadequate wages, finding qualified candidates, and providing stable employment with fluctuating funding**.

This is how organizations described issues of staff attraction and retention:

"It is a challenge to find qualified, professionally registered counseling therapists in the region who want to work in non-profit, and to compensate them appropriately with market standards toward retention."

"The number one barrier that we face are the wages that we can offer within a fairly fixed non-profit budget. It has become increasingly difficult for us to meet wage expectations given the range of skills required to operate at a high professional level."

"All staff are on part-time hourly contracts (not employees) so there are no benefits, offices, etc."

"[The professionals our organization requires] are almost non-existent in our small communities. As such, as an organization we have to look at those with transferable skills and train extensively over the course of a year and a half."



Pictured: Christine Lilyholm establishing the Stonehouse Endowment Fund with CRCF.

Board

For both non-profits and charities, board members are as important as staff.

61.8% of respondents said they had a governance board (a board with staff to pursue the organization's mission) **32.4% said they had a working board** (an organization entirely volunteer-based in its pursuit of its mission), and **5.9% were unsure**.

Boards ranged in size from **3** to **16** members, with the average and median being **7** members. Roughly two-thirds of respondents said that their board had the ideal number of members, while roughly one-third expressed a desire for more board members.

Two primary reported issues in attracting and retaining board members:

"it does seem to be a small handful of the same people who step up for multiple non-profit boards."

"Our board does struggle to attract/engage young people and/or people from minority groups."

What Is Going Well?

- Long history in the community/ community goodwill
- Partnerships with other organizations
- Strong organization (dedicated, stable, hardworking board and staff)
- Continued growth, which demonstrates the community need for the organization
- Continuous improvement of programs to better meet the needs of clientele
- Long-term, stable funding and/or successful fundraising from events and campaigns



Pictured: Clients enjoying art and social activities at the CR Head Injury Support Society.

What Concerns Do You Have?

- Long-term sustainability/guaranteed long-term funding/diversifying revenue
- Fundraising
- Funding has not kept up with demand and/or rate of growth
- Staff retention/succession
- Aging infrastructure and no ability to cover those costs from current funding
- Volunteer recruitment/volunteer burnout
- Increasingly complex needs of clientele

What Do Organizations Have On Their Wishlist?

- Contractor and/or staff wages
- Building repairs, improvements, upgrades, and renovations, ex. HVAC, furnace, flooring, roofing, etc.
- Capacity-building funds for strategic planning or development of a fundraising plan
- Funds to support programs to meet community needs that are outside of the current funding contract
- Technology (computers, phones, supporting staff to upgrade technological practices)

In Conclusion

Campbell River's charitable organizations positively support and impact most community members lives, either directly or indirectly. In addition to providing services, this sector is collectively a large employer contributing millions to the economic ecosystem in the community. Looking forward, the sector must navigate increased demand for programs with decreased financial and volunteer support, and often with insufficient staffing capacity. The future of Campbell River's charitable sector depends on the community's residents and leaders, who can create sustainability by donating time, talent, and treasure, and advocating for increased support from outside of the community.



ENVIRONMENT | *Histalis (earth)*

Nature is a vital part of Campbell River's identity. Many reside here because of the proximity to mountains, forests, and waters. Caring for salmon habitat, recycling, and using active transportation are just some of the key actions supporting the health of our community and environment.

22,000M²

Salmon Habitat Created²¹

In 2023, Greenways Land Trust created 22,000m² or 2 hectares of salt marsh and eel grass meadow salmon habitat in the Campbell River Estuary. The organization hosted 78 class outings to promote ecological education and stewardship, and the organization reported more than 6,900 total volunteer hours in the 2022-23 fiscal year.

Annual Precipitation²²

ANNUAL PRECIPITATION (MM)

Rainfall fluctuates year-to-year, but tends to be 1000+mm annually.



7,640.97

Tonnes of Household Waste²⁴

Within the City of Campbell River, garbage, recycling, yard waste, and compost are collected curbside year-round. In 2023, 7,640.97 tonnes of waste were collected, comprising 4,288.05 tonnes of garbage, 1,216.88 tonnes of recycling, and 2,136.04 tonnes of compost and yard waste.

82.6%

Proximity to Neighbourhood Park

In Campbell River, 82.6% of residents live within 1km of a neighbourhood park. 1km is considered walking distance.



HEALTH

Though this area is not without its challenges - the statistics regarding alcohol consumption and increasing toxic drug poisoning deaths stand out - there has been forward momentum regarding the number of general practitioners in the community.

81.7

Life Expectancy²⁸

A British Columbian born in 2022 has a life expectancy of 81.7 years.



Mode of Commute and Median Commute Time²

In Campbell River, just over half of commuters (52.2%) have a commute of 15 minutes or less.

\$1.5M

NIC Seaweed Funding²⁵

NIC has recently received over \$1.5m in funding in support of a Seaweed Innovation Hub, based at the CR Campus, to foster the development of a seaweed industry for BC.

8

Heat Dome Deaths²⁶

On North Vancouver Island, which includes Campbell River, there were 8 deaths attributed to heat during the June/July 2021 heat dome. In total, there were 48 deaths on Vancouver Island and 595 across British Columbia.

9

Wei Wai Kum Guardian Watchmen²⁷

Started in 2018, the Wei Wai Kum Guardian Watchmen program works collaboratively with partners to monitor, protect, and remediate the ecosystems they have relied on since time immemorial. The Wei Wai Kum Guardian program began in 2022, and started with 3 Guardians. In April 2024, an additional 6 Wei Wai Kum Guardians graduated Vancouver Island University's Stewardship Technician Training Program.

How We Helped

A 2024 Community Grant of \$5000 was awarded to Wei Wai Kum Guardians to support the Community Stream Mapping Project at Nunn's Creek. The project seeks to complete a detailed habitat assessment, allowing for the identification and protection of salmon habitats from impacts associated with development and climate change. This initiative provides public education and engagement around urban salmon habitats, which are vital to Campbell River as a major salmon-producing community.

2020

33

2021

67

2022

72

2023

90

Toxic Drug Poisoning Deaths (North Island)³²

Alcohol Consumption³¹

In the Greater Campbell River Local Health Area, the per capita alcohol consumption per resident ages 15+ in 2023 was 819 standard drinks. (Standard drink are considered 12 oz. serving of 5% beer, cider, or cooler; a 5 oz. serving of 12% wine, or a 1.5 oz serving of 40% spirits.) On Vancouver Island, Greater Campbell River's alcohol consumption is only bested by the regions of Cowichan Valley and West Vancouver Island North, and Alberni Clayoquot.

VITAL CONVERSATIONS: ALCOHOL USE DISORDER

Did the information about alcohol consumption in Greater Campbell River surprise you? The Campbell River Community Foundation hosted a "Vital Conversation on Alcohol Use Disorder" in June 2024, and the conversation was fascinating. Here are some examples:



The death rate attributed to alcohol is higher in Campbell River than in Island Health or B.C. (45.3 per 100,000 in Campbell River, compared to 3.6 per 100,000 in Island Health and 33.6 per 100,000 in B.C.).

Rates of substance use disorder increased by 15% over the last 15 years in Campbell River, and are significantly higher than both Island Health and B.C.

Liquor regulations are controlled by the province. Municipal governments have power to enact control policies at the local level.

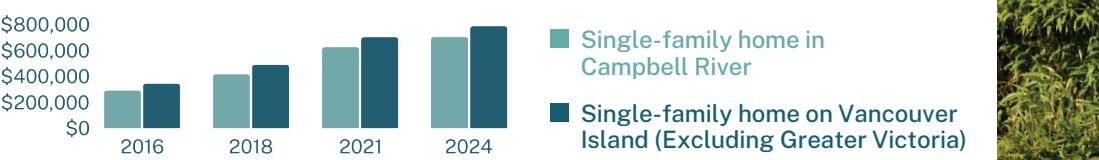
Over the course of a day, curious participants representing health, non-profit, education, private business, and more learned about alcohol use disorder in the community (how prevalent it is, what the treatment options are) and plotted next steps to support a social and community life not centered around alcohol.



HOUSING | Gukʷgeʔqʷas (where you live)

Over roughly one decade, the cost of all things housing has doubled or worse: from benchmark price of a single-family home, to average rents, to the number of members of the unhoused community. In the same time frame, the rental vacancy rate has contracted.

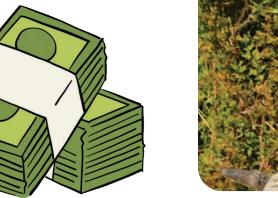
Benchmark Home Price³⁴



\$678,000

Assessed Home Value³⁵

In 2024, BC Assessment assessed the typical home in Campbell River at **\$678,000**, a minor decrease over 2023's **\$680,000**.



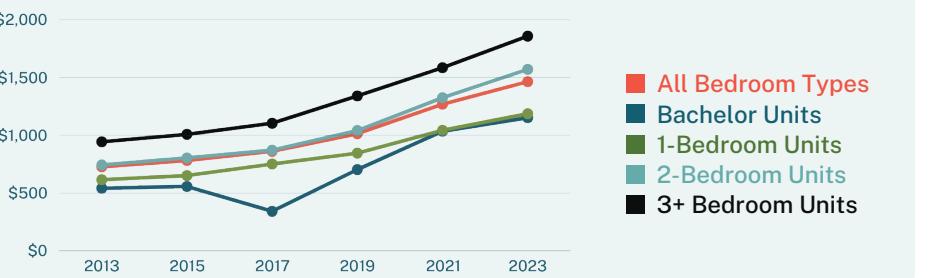
Multi-Unit Residential Building Permits Issued²⁴

By year, this is the number of units in multi-unit residential buildings that the City of Campbell River approved for construction, or were in-progress or recently completed.

2021 **367** 2022 **156** 2023 **218** 2024 **131**

Average Rent Price In Campbell River³⁷

Between 2013 and 2023, the difference in all bedroom types was **\$737/month**. In other words, the monthly rental cost nearly doubled in that time.



62

Emergency and Temporary Housing³⁹

Campbell River has 22 units of emergency shelter beds at Salvation Army Evergreen Shelter. Temporary/transitional housing options are available at Rosebowl, where Vancouver Island Mental Health Society operates 20 beds, and at Homewood, where Lookout Housing Society operates 40-units of temporary housing. In 2022-23 and 2023-24, Laichwiltach Family Life Society provided an additional 20 seasonal shelter beds at Kwesa Place over the winter months.



Experiences of Homelessness⁴⁰

Within 5 years, the number of Campbell River residents reporting homelessness has more than doubled.

2018 **81** 2021 **116** 2023 **197**



Pictured: Michaela Arruda presenting on Vital Conversations at the Community Foundation of Canada National Conference.

50

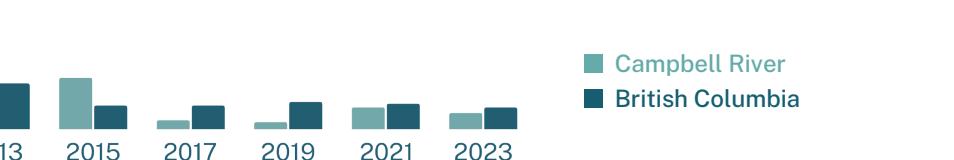
Supportive Housing Beds^{41, 42}

Q'Waxsem Place, operated by the Vancouver Island Mental Health Society, offers 50 supportive housing beds. At time of printing, there are no additional supportive housing beds planned for Campbell River, despite a reported waitlist of over 100 in May 2024.

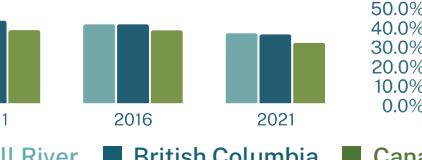


Rental Vacancy Rate³⁸

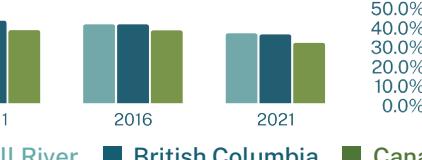
In a decade (2013-2023), the rental vacancy rate in Campbell River has decreased by 6.1 percentage points. Provincially, the rental vacancy rate has decreased by 1.3 percentage points.



RENTERS SPENDING 30%+ ON HOUSING^{2, 37}



OWNERS SPENDING 30%+ ON HOUSING²



Pictured: The Q'waxsem Place Gardens.

VITAL CONVERSATIONS: HOUSING SECURITY

In November 2022, the Campbell River Community Foundation, in partnership with the Campbell River & District Coalition to End Homelessness, held its first Vital Conversation on Housing Security. Motivated by the 2022 Vital Signs report, the event brought together 115 people from various sectors including municipal, regional, and Indigenous government, both private and non-profit housing developers, landowners, planners, funders, and community leaders in the housing sector. The full-day, facilitated session focused on innovative housing practices, funding and finance options, networking, and presenting partnerships. The event increased understanding of different backgrounds, experiences, and opportunities, created connections with like-minded leaders, and contributed to the development of the Campbell River Community Foundation's Housing Fund, which can be used to support organizations, programs, services, and strategic initiatives that meet the needs of those who are unhoused, precariously housed, or at risk of losing their housing.



GETTING STARTED & INCOME GAP

GETTING STARTED

Languages Spoken Most At Home (Not English)²

FRENCH: 120 SPEAKERS	PUNJABI: 95 SPEAKERS
VIETNAMESE: 110 SPEAKERS	SPANISH: 60 SPEAKERS
TAGALOG: 95 SPEAKERS	

99 Countries Represented⁴³

The Immigrant Welcome Centre provides settlement services to newcomers from the Comox Valley north. In 2022-23, the Immigrant Welcome Centre provided services to 1,149 clients from 99 countries of origin. The top countries of client origin were Philippines, Ukraine, Vietnam, China, and India.

1 IN 5 Experiences of Racism and Discrimination⁴⁴

Just over 1 in 5 newcomers (or 22% of survey respondents) reported experiencing racism and/or discrimination in the last five years (2018-2023). Incidents of racism and discrimination were most commonly reported at work or in the job application process.



91% Newcomers Who Say The Community Is Welcoming⁴⁴

In 2023, 91% of newcomers surveyed reported feeling that the community is very or somewhat welcoming to immigrants. In 2021, 90% of respondents to the survey felt the same.

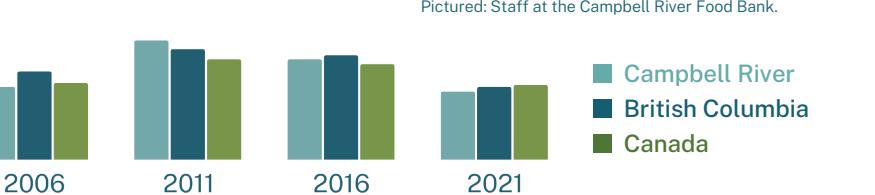
34% Newcomers Whose Employment Is Lower Than Their Skills⁴⁴

The proportion of newcomers who feel that their employment is lower or not related to their skills has increased, from 25% in 2021 to 34% in 2023.

INCOME GAP

Overall poverty rate²

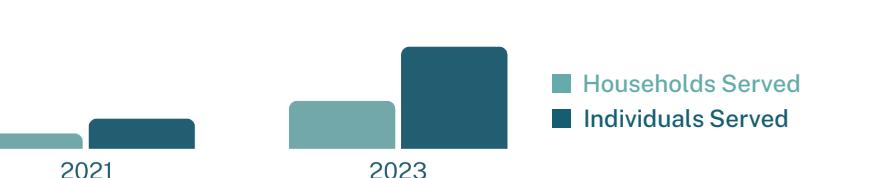
Although Campbell River's poverty rate appears to be dropping steadily since 2011, anti-poverty advocates suggest that the 2021 rate is artificially low given the volume of pandemic-era government benefits.



Pictured: Staff at the Campbell River Food Bank.

Campbell River Food Bank usage^{45, 46}

The Campbell River Food Bank reports a usage increase of about 30% compared to last year. They are registering approximately 70 new clients per month, with kids increasing every month, women increasing slightly, and seniors seeing a slight increase. There have been dramatic increases of people on disabilities and single adults (divorces, lifelong singles).



Median Income of Lone Parent Families²

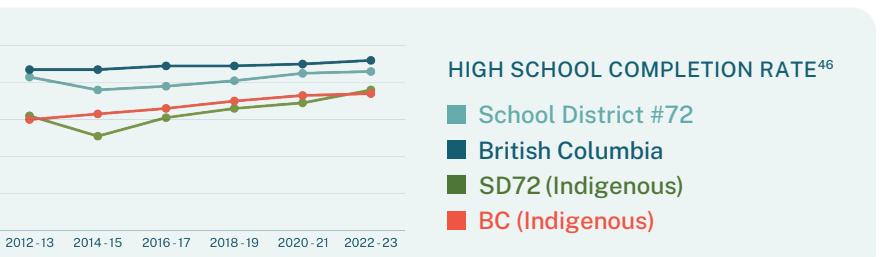
Couple-with-children families make up 32.0% of families in Campbell River, and report a median after-tax household income of \$114,000.

One-parent with children families comprise 15.3% of families in Campbell River, and report a median after-tax household income of \$58,800.



LEARNING | ɁaɁoɬa (learning, to learn)

High school completion rates are increasing, and Campbell River is now closer to the provincial average.



61 Ripple Rock Bilingual Immersion Program Students⁴⁸

There are 61 students in Ripple Rock Elementary's Kwa̱kwala Liq̓wala Bilingual program. An additional 151 students across the district are doing Kwa̱kwala Liq̓wala language learning. 7 students are learning ɬayɬaɬuθəm, the language of the Klahoose and Homalco First Nations.

Transition to Post-Secondary⁴⁷

Of the students who commenced grade 8 in 2012-13, 76.0% went on to graduate high school by the 2017-18 school year. Of these students, 54.0% went on to study at a British Columbia post-secondary institution within 4 years of high school graduation. By comparison, 56.0% of B.C. students graduated and went on to a B.C. post-secondary institution in the same time frame.

University Tuition Fees⁵⁰

ROYAL ROADS UNIVERSITY	\$9,271
UNIVERSITY OF VICTORIA	\$6,166
VANCOUVER ISLAND UNIVERSITY	\$4,894

NIC Enrollment (Campbell River Campus)⁴⁹

In the 2023-24 fiscal year, there were 1,810 students studying at the Campbell River campus of North Island College, a 23% increase over the 1,470 reported in 2021-22. Of the 1,810 students, 1,643 were domestic and 167 were international.

77.8% Proximity to Childcare Centre⁴³

Learning starts at birth. In Campbell River, 77.8% of the population lives within 1.5km to a childcare facility, although facility waitlists are lengthy.



How We Helped

2023 Community Grant: \$7500 to Discovery Passage Aquarium Society to support the delivery of biology camps for children at the Ocean Discovery Academy. This extracurricular activity allowed 77 children from 8-12 years of age the opportunity to explore the local environment using materials and equipment commonly utilized in STEM careers, including microscopes, beach seines, hydrophones, and intertidal survey equipment.





LEISURE | Xusa (rest)

Campbell River's best natural features are abundantly displayed on the trails through and around the city. Recreation can be informal (walking or running on the nearly 2,000km of trail) or formal (utilizing City or Regional District facilities or programs).

161,506 Admission to Recreation Facilities²⁴

The City of Campbell River reported 161,506 visitors to their recreation facilities in 2023. This was an increase over 2021 and on par with pre-Covid numbers from 2019.



LIFE Income Thresholds⁵¹

The LIFE program application utilizes Statistics Canada's Low-Income Cut-Offs, requiring household income to be under a certain amount depending on the number of household members.

NUMBER OF FAMILY MEMBERS IN HOUSEHOLD

# of family members in household	1	2	3	4	5	6	7+
Income must be under	\$26,127	\$32,525	\$39,968	\$48,550	\$55,064	\$62,103	\$69,143

How We Helped

A 2024 Community Grant of \$2000 was given to the Museum at Campbell River to support the publishing of "Quinny's Quest," a dynamic adventure book that gets people of all ages out and exploring nature around the 8km Campbellton River Route. The book includes historical content and Indigenous narratives allowing readers an opportunity to gain a deeper understanding and connection to the Campbellton area through community engagement, environmental awareness, and cultural appreciation.



15 Sports Offered via Special Olympics⁵²

Campbell River Special Olympics offered 15 different sporting activities in its 2023-24 fiscal year. Sports included basketball, curling, and track and field.

32 Organized Sports Clubs

From gymnastics to soccer to dragon boating, Campbell River has at least 32 organized sports clubs.

28 KM Length of Greenways Loop⁵³

The Greenways Loop, which links Campbell River's forests, rivers, oceans, and greenways, is a wheelchair accessible recreational trail. Most Campbell River residents live within 5km of the Loop.



Pictured: Members of the Loop Group ride and inspect "The Loop" before the 5th Annual Loop Day 2024.

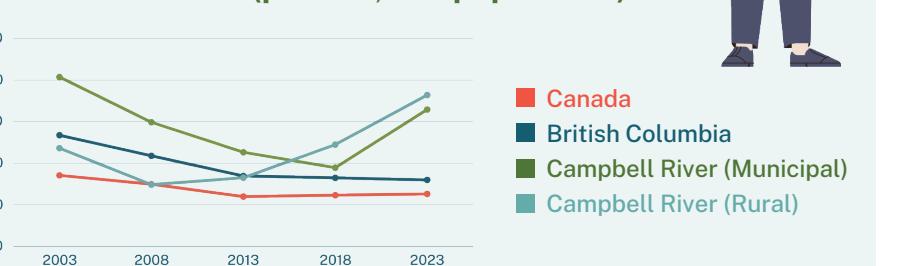


SAFETY | ?a?ikila (be well)

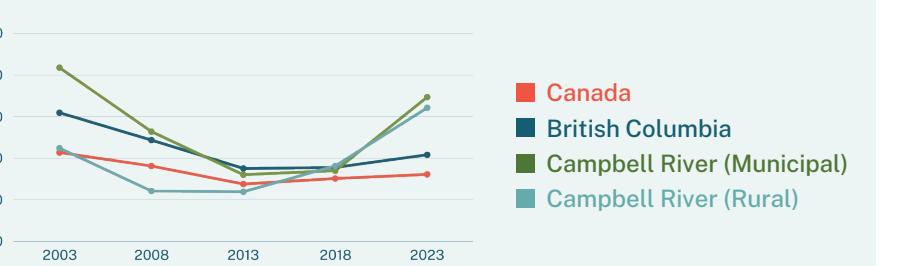
Generally, the need for the RCMP has increased yearly for the last decade. In the same time frame, various crime rates have fluctuated in Campbell River, but most are higher than they were one decade ago.



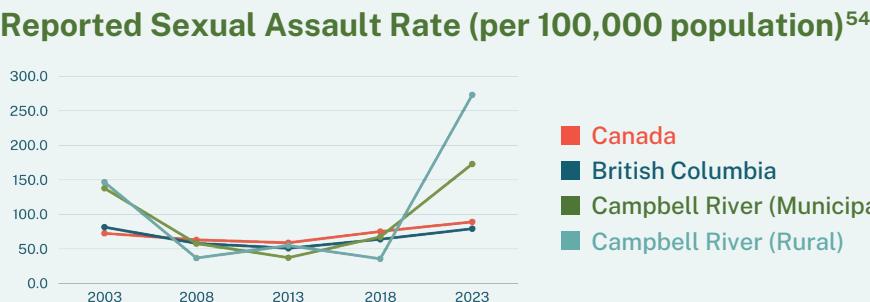
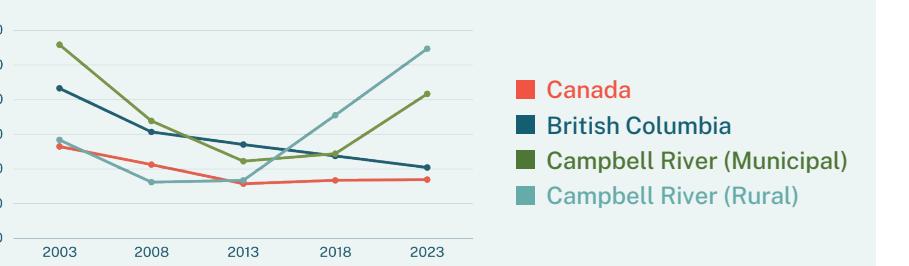
Overall Crime Rate (per 100,000 population)⁵⁴



Crime Severity Rate (per 100,000 population)⁵⁴



Property Crime Rate (per 100,000 population)⁵⁴



14 Number of Beds for Women and Children Fleeing Violence⁵⁵

Ann Elmore House, operated by the Campbell River and North Island Transition Society (CRNITS), continues to offer 14 beds safety beds for women and children fleeing violence. CRNITS also operates Rose Harbour, who offers second stage housing for women and Eagle Harbour, a 55-unit building with 36 units allocated to supportive second stage housing for women and families recovering from violence and abuse.

Total Service Calls to CR RCMP⁵⁶



Total Search and Rescue Calls⁵⁷



How We Helped

2024 Community Grant: \$750 to CRNITS to fund Indigenous art murals at Rose Harbour and Eagle Harbour, as recommended by their Indigenous Advisory Committee. The murals make common spaces welcoming and culturally inclusive to the 30+ women accessing services annually.





SENIORS | *Gwilsgwilyak (elders)*

9,976

Senior Population¹

In 2023, there were nearly 10,000 seniors in Campbell River (nearly 500 fewer seniors than in 2021). Of these, 53% are female and 47% are male, although the community's oldest seniors (90 years+) are 70% female.

13,000

Senior Population Projection¹

Given that Campbell River's population is projected to be 45,160 in 2039, seniors would comprise nearly 30% of the population.

65 - 74

4,970

75 - 84

5,389

85+

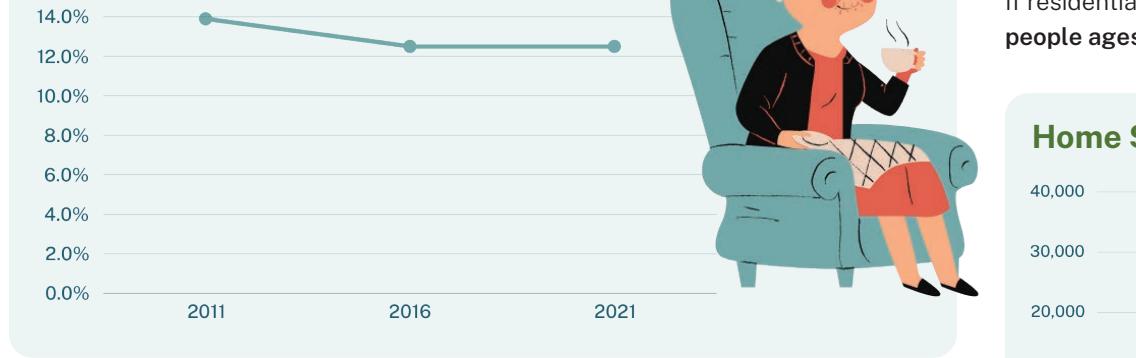
2,751

0.75

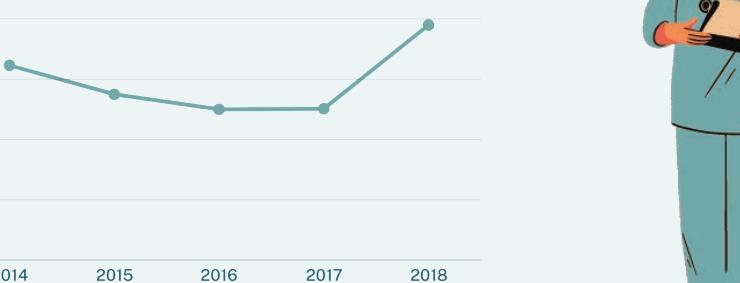
Dependency Ratio⁵⁸

The dependency ratio offers a comparison of the dependent population (up to age 17 and ages 65 and older) to the number of working age adults (18 to 64 years old). BC Statistics estimates Campbell River's dependency ratio at .75, compared to .58 provincially.

Senior Poverty Rate²



Home Support Hours (per 1,000 population 75+)⁶⁰



Pictured: Volunteers of the Gleaning Program, courtesy of Greenways Land Trust.

Residential Care Beds⁵⁹

The number of residential care beds in Campbell River has not changed since our 2022 report. Residential care offers accommodations and meals and 24-hour supervision and care. Current (August 2024) wait times for residential care beds in Campbell River are 9-12 months for both Discovery Harbour and Yaculta Lodge and 18-24 months for Evergreen.

If residential care beds do not increase in the next 15 years, there will be 1 bed per 26 people ages 75 years old and greater.

SPOTLIGHT ON THE SENIORS SECTOR

Equity in the Built Environment⁶¹

healthyplan.city reports on urban environmental conditions (temperature, air quality, access to green spaces, and community amenities) in municipalities across Canada. These conditions have a significant impact on public health. Regarding access to transit, recreation, retail, and healthy food, approximately half or more of older adults in our community live in areas with fewer beneficial conditions, and face greater health risks as a result.

Transit Stops

52% of older adults (or 4,709 individuals) live in areas where additional resources targeting transit stops could improve equity in Campbell River.

Recreation and Sports Facilities

53% of older adults (or 4,850 individuals) live in areas where additional resources targeting recreation and sports facilities could improve equity in Campbell River.

Retail and Services

49% of older adults (or 4,486 individuals) live in areas where additional resources targeting retail and services could improve equity in Campbell River.

Healthy Food Outlets

55% of older adults (or 4,982 individuals) live in areas where additional resources targeting healthy food outlets could improve equity in Campbell River.



Pictured: Community members enjoying CR Live Streets 2024, photo by Alison Dawn Photography, courtesy of the City of Campbell River.

The Campbell River Seniors Network was formed in 2017 to support collaboration across 40+ seniors serving agencies. The Network undertakes specific projects to support seniors in Campbell River, provides the input of seniors in local planning processes, and also gathers information about the needs and concerns of senior Campbell Riverites.

A list of concerns compiled and shared recently include:

- Lack of affordable options and supports for Aging in Place
- Isolation and loneliness
- A need for information and navigation supports for the aging population and those who care for them
- Lack of support for caregivers who care for the aging, particularly those with dementia
- Lack of a sufficient volunteer base to support seniors
- Recent increase in seniors experiencing housing insecurity and homelessness
- Related, a lack of affordable seniors housing in the community
- Issues of food security, particularly for seniors on fixed income and/or losing the ability to shop and cook for themselves
- Lack of local transportation options for medical and other appointments; lack of regional transportation options for medical appointments/care

How We Helped

In 2024, a grant of \$62,000 from the Community Prosperity Fund was made to the Comox Valley Senior Support Society (serving Bowser to Campbell River North) to develop the Seniors Information Hub. With this funding, Campbell River's growing senior population will be supported by qualified, trained volunteers in accessing essential services related to transportation, housing, food security, health, completing forms, and more. These priority needs were identified in research undertaken by the CVSSS utilizing the lived experience of Campbell River seniors. The revitalization of the Seniors Information Hub will support our significant aging population with a local office space, equipment, supplies, and services for seniors.



Overall, the Campbell River economy compares favorably to its home, the Vancouver Island and Coast Economic Region. Campbell River is poised to see dramatic growth in tourism and moderate growth in forestry.

4.0% Unemployment Rate⁶²

In the Vancouver Island and Coast economic region, which includes Campbell River, the **July 2024 unemployment rate was 4.0% (compared to 5.6% for British Columbia)**. The average unemployment rate for the region was 4.1% in 2023, compared to 5.1% for British Columbia.

Labour Force Share by Occupation (2021)²

CAMPBELL RIVER VANCOUVER ISLAND

	CAMPBELL RIVER	VANCOUVER ISLAND
Sales and service occupations	27.1%	25.5%
Trades, transport and equipment operators and related occupations	19.2%	17.2%
Business, finance, and administration occupations	13.9%	15.3%
Occupations in education, law and social, community and government services	11.1%	13.5%
Health occupations	9.5%	8.9%
Natural and applied sciences and related occupations	6.5%	7.3%
Natural resources, agriculture and related production occupations	5.8%	3.3%
Occupations in manufacturing and utilities	2.4%	2.3%
Occupations in art, culture, recreation, and sport	1.9%	3.8%
Legislative and senior management occupations	0.7%	1.2%

Projected 10-Year Job Openings (Selected Sectors)⁶³

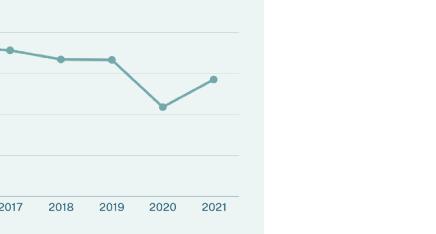
SECTOR:	AQUACULTURE	FORESTRY*	HEALTH CARE	TOURISM
Estimated employment (2022):	595	1,758	2,294	1,915
10-year total job openings:	205	215	1,135	850
Projected range of additional jobs:	116 - 227	244 - 1,014	263 - 547	541 - 2,081

*Data for the Strathcona Regional District, which includes Campbell River.

Median Employment Income (Campbell River)²



Airport Takeoffs and Landings (YBL Airport)⁶⁴

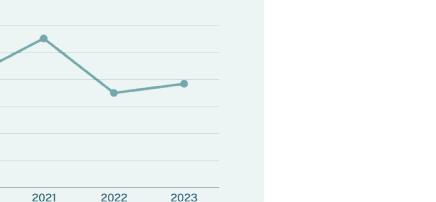


NIEFS Job Postings (Yearly Totals to March)⁶⁶



Business Licenses Issued⁶⁵

The City of Campbell River issues business licenses to both new and existing businesses each year. **The number of new business licenses issued:**



CAMPBELL RIVER AT A GLANCE

1. BC Stats (Population, 2023 and Median age, 2023)
2. Statistics Canada, 2021 Census of Population, Campbell River [Census agglomeration]
3. City of Campbell River via Campbell River Museum; Government of Canada: Indigenous People and Communities; Kwakwaka'wakw First Nation
27. Coast Funds, "Wei Wai Kai Guardians: In the Steps of our Ancestors"

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4. Personal correspondence with Joelle Samson, Library Manager, Campbell River branch
5. Campbell River Museum, Annual Reports
6. Personal correspondence with Sara Lopez Assu, Executive Director, Campbell River Art Gallery
7. Personal correspondence with Ken Blackburn, Executive Director, Campbell River Arts Council
8. Canada Council for the Arts, Data Tables
9. My Campbell River Now, "Carved arch represents a positive path forward for all of Campbell River"

CHILDREN & YOUTH

10. First Call BC, BC Child Poverty Report Card, 2023
11. Human Early Learning Partnership, EDI Dashboard for School District #72 (Campbell River)
12. Island Health, Community Care Facilities Database
13. Human Early Learning Partnership, MDI Dashboard for School District #72 (Campbell River) (Grade 4)
14. McCreary Centre Society, Results from the 2023 Adolescent Health Survey for School District 72: Campbell River
15. The John Howard Society of North Island, 2022-23 Annual Report

BELONGING & LEADERSHIP

16. Canada Revenue Agency, List of charities and certain other qualified donees - Advanced search for Campbell River
17. Statistics Canada, Tax filers with charitable donations by sex and age, Campbell River, BC
18. Civic Info BC, election results for City of Campbell River (2022) and the Strathcona Regional District (2022)
19. Online and Canada 411 searches
20. David Grant, "The Social Profit Handbook," as quoted in Compass Refugee Centre's "Being a Social Profit Organization"

ENVIRONMENT

21. Greenways Land Trust, Annual Report, 2022/23
22. Campbell River Weather Stats
23. Personal correspondence with Steve Roehr, City of Campbell River

LEARNING

24. Personal correspondence with Andy Gaylor, Director of Community Planning and Livability, City of Campbell River
25. Personal correspondence with Naomi Tabata, Director, Centre for Applied Research, Technology and Innovation, North Island College
26. Comox Valley Record, "Summer heat dome killed 48 on Vancouver Island: BC Coroners Service"
27. Coast Funds, "Wei Wai Kai Guardians: In the Steps of our Ancestors"
47. British Columbia Ministry of Education, Student Success Report for School District 72 (Campbell River)
48. Personal correspondence with Debra Maracle, Director, Indigenous Education & English Language Learners, School District 72
49. Personal correspondence with Communications Department staff, North Island College
50. Universities Canada, Tuition fees by university, 2023-2024

LEISURE

51. City of Campbell River, I.F.E.oucher
52. Campbell River Special Olympics, Spring/Summer Sports Schedule 2024
53. City of Campbell River Recreation Guide, Summer 2024, pg 5

SAFETY

54. Statistics Canada, Incident-based crime statistics by detailed violations, police services in British Columbia (or Canada, British Columbia, Campbell River municipal, and Campbell River rural)
55. Campbell River and North Island Transition Society, "Who We Are and What We Do"
56. City of Campbell River, 2023 Annual Report
57. Campbell River Search and Rescue, "By the Numbers"

SENIORS

58. Per Statistics Canada, the dependency:demographic ratio is "The ratio of the combined population aged 65 to 14 years old and the population aged 65 years and older to 100 people in the population aged between 15 to 64 years old."
59. Island Health, Long Term Care, Care Home Wait Time September 2024
60. Island Health, Local Health Area Profile, Greater Campbell River
61. HealthyPlan.City, "Explore Equity in Your City" map

WORK & ECONOMY

62. BC Stats, Labour Market Statistics for British Columbia, BC Employment and Unemployment Rate by Region, August 2024
63. City of Campbell River, Regional District of Mount Waddington, and the Strathcona Regional District, Where Talent Meets Opportunity: Campbell River and North Island Labour Market Partnership Project, Final Report: Executive Summary
64. MNP, "Campbell River Economic Trends, Final Report," July 2023
65. Personal correspondence with Meghan Normand, City of Campbell River
66. Personal correspondence with Shannon Blair, Executive Director, North Island Employment Foundation Society



VITAL CONNECTIONS: QUADRA ISLAND & CORTES ISLAND

In our previous Vital Signs reports, we have reported on Quadra and Cortes Islands where possible. In 2016, neither Island had a community foundation and it made sense to generate a regional snapshot.

Jump forward a few years: The Quadra Island Foundation (QIF) and the Cortes Island Community Foundation (CICF) have joined the network of more than 200 community foundations across Canada. Both the QIF and CICF are committed to harnessing local data to measure community vitality and support action to improve collective quality of life.

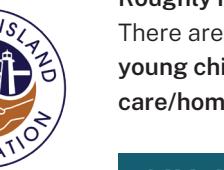
QUADRA ISLAND FOUNDATION'S VITAL SIGNS

The Quadra Island Foundation is hard at work compiling their Vital Signs report, and are eager to learn more about both the strengths and needs of their community. Throughout the year, what needs arise? What strengths are evident?

Please visit quadraislandfoundation.ca for updates about Quadra Island's report, expected to be published in late 2025 or early 2026.



22



CORTES ISLAND COMMUNITY FOUNDATION'S VITAL SIGNS

The Cortes Island Community Foundation's first Vital Signs report is available at www.cortesfoundation.ca.

50% Child, Youth, and Senior Population

Roughly half of the island's population can be considered child, youth, or senior. There are age-related vulnerabilities for each group, including a lack of childcare for young children, no year-round on-island high school for youth, and limited home care/home support for seniors with health care needs.

1 IN 4 Low Income Population

On Cortes, 1 in 4 people are considered "low income," compared to 1 in 10 in both the Strathcona Regional District and British Columbia.

291 Food Bank Usage

Food bank usage nearly tripled between 2022 and 2023, from 110 client visits in 2022 to 291 client visits in 2023.

Cortes Island Academy

The Cortes Island Academy is responsible for the enrollment of local at-risk students who would otherwise not be in secondary school. In the last offering, **13 of 20 students reported being enrolled in school only because of the Cortes Island Academy.**

Cortes Island Residents

Cortes Island residents are dedicated to community building, as evidenced by survey respondents who reported participating in the following activities:

ENJOYED TIME IN NATURE: **95.3%**

VISITED A PARK: **80.7%**

PROVIDED UNPAID HELP TO A NEIGHBOUR/ NON-FAMILY MEMBER: **85.5%**

SPENT TIME WITH SOMEONE A LOT OLDER OR YOUNGER THAN MYSELF: **80.0%**

PURCHASED FROM A LOCAL FARMER: **85.5%**

23



ABOUT THE CRCF

The Campbell River Community Foundation (CRCF) works to enrich life in Campbell River.

The Four Ways the Foundation Meets Its Mission

- 1 Connecting donors, non-profits, and charities to help create a healthy, vibrant, and livable community.
- 2 Working with professional advisors to help individuals leave their legacy by leaving a permanent endowment.
- 3 Assessing and responding to emerging and changing community needs.
- 4 Providing a vehicle and service for donors with varied interests and levels of giving.

The CRCF awarded its first grants in 2001, in the amount of \$5,300. Since then, granting has snowballed, with **\$385,995 granted in 2024** (at time of publishing). In the 20+ years since the first grants were given, the Foundation has granted a total of **\$1,855,355** across various granting programs, including Community Grants, Neighbourhood Small Grants, COVID-era Emergency Community Support Funds and Relief Funds, the Community Services Recovery Fund, and most recently, the Community Prosperity Fund, which saw funds invested in community organizations across British Columbia for the purpose of advancing social inclusion and reducing poverty.

Granting isn't the extent of the Foundation's work, though: the CRCF seeks to increase community capacity by publishing a biennial Vital Signs report to help the community understand trends and changes in various sectors, hosting Vital Conversations about emerging issues that require collaboration among sectors and stakeholders, and hosting various workshops.

To learn more about the Campbell River Community Foundation, please visit www.crfoundation.ca. To join our community building efforts, please visit www.crfoundation.ca/how-to-help/get-involved/.

Help grow our impact by starting your own endowment fund.



Pictured: CRCF Board of Directors and staff L to R: Archana Ananthanarayanan, Cam McArthur, Jan Snadl, Oh Samson, Susan Simott, George Lambert, Gwen Hamling, Andrea Smith, Michaela Aranda

A LASTING GIFT

Great communities happen because of the contributions of their members.

We work with donors from all corners of our community to connect their generosity with local causes.

HOW CAN YOU CREATE A PERSONAL LEGACY?

Identify your charitable goals.

What causes or organizations are most meaningful to you?

Work with estate planning experts.

Ensure the proper language is used in your will.

Explore tax savings.

Use the Giftabulator feature on our website.

Formalize your gift in your will.

Be proud of your investment in our community!

Thank you to the partners that made this report possible.

