

WINKLER'S

# Vital Signs<sup>®</sup>

Measuring the Heartbeat of our Community 2012



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Winkler has a variety of educational options, however we spend less on education than the average Canadian household.

**HEALTH & WELLNESS** 08

Our community has a shortage of both day care spaces and personal care home beds.

**SAFETY** 09

There is still work to be done to reduce crime, but we do feel safe in our community.

**GAP BETWEEN RICH & POOR** 10

Overall, the income levels of our families are lower than those in Manitoba and Canada.

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We are a diverse, engaged community with high levels of community belonging.

**ARTS, CULTURE & RECREATION** 13

Winkler has a low number of residents actively pursuing an active lifestyle. We also have fewer people employed in arts, culture, recreation and sports industries per capita than both Manitoba and Canada.

WINKLER'S

# VitalSigns®

## Measuring the Heartbeat of our Community

Winkler's Vital Signs® is a community check-up conducted by the Winkler Community Foundation that measures the vitality of our community (the city of Winkler and RM of Stanley), identifies significant trends and provides citizens with an opportunity to assign grades in a range of areas critical to our quality of life. Vital Signs® is coordinated nationally by Community Foundations of Canada.

### HOW TO USE THIS REPORT

**Start conversations.** Take action. If you or your organization is moved or motivated by what you read, use this report as a starting point for positive action.

**Pass it on.** Share the report with your friends, colleagues, employees, students, neighbours, library or community centre, or elected officials at any level.

**Contact us.** We know the issues and organizations in our community. If you are looking for ways to make a difference, we can help.

**Find out more.** Learn about the many organizations in our community working to improve it, and see how you too can help.

### INDICATOR SELECTION

In order to select the indicators used in this report, a focus group was held with various local stakeholders to determine what information was most important to the community. Research was completed and indicator selection was further refined based on data availability.

### GRADING

Each area of this report has been graded based on a local survey of how residents perceive the community prior to reading the indicators presented in this report. These grades along with comments received from the survey will guide the Winkler Community Foundation in understanding the needs and priorities within the community.

- A Excellent
- B Good
- C Average
- D Poor
- F Fail

### GRADER PROFILE

- 274 graders
- 167 were female
- 106 were male
- 9 were 20 or younger
- 121 were age 21-39
- 115 were age 40-59
- 29 were 60+



# MESSAGE

## from the President and Executive Director

The Winkler Community Foundation has been a vital part of helping people give back to their community for 24 years. Through our stewardship of gifts from citizens and organizations, we have been able to grant over \$400,000 in our history to meet a variety of community needs.

A strong community is a reflection not only of its past but also its future. In anticipation of what may lay ahead for our communities, the Winkler Community Foundation made the decision to participate in Vital Signs®, a program of the Community Foundations of Canada, the national membership organization for more than 170 community foundations across the country.

The Winkler Community Foundation is very proud to present the first Vital Signs® report for Winkler and the RM of Stanley. Our hope is that this report will help inform and guide not only the

decisions we make as a Foundation, but those of individuals and other organizations working in support of our community's well-being.

This Vital Signs® report could not have been completed without the dedicated effort of our Vital Signs® Committee, Winkler/RM of Stanley Economic Development office, Lightpost Marketing, and the many Winkler citizens that committed their time by completing the Vital Signs® survey.

We are extremely grateful to all who participated. The result is a report that provides a portrait of our community at this moment in time.

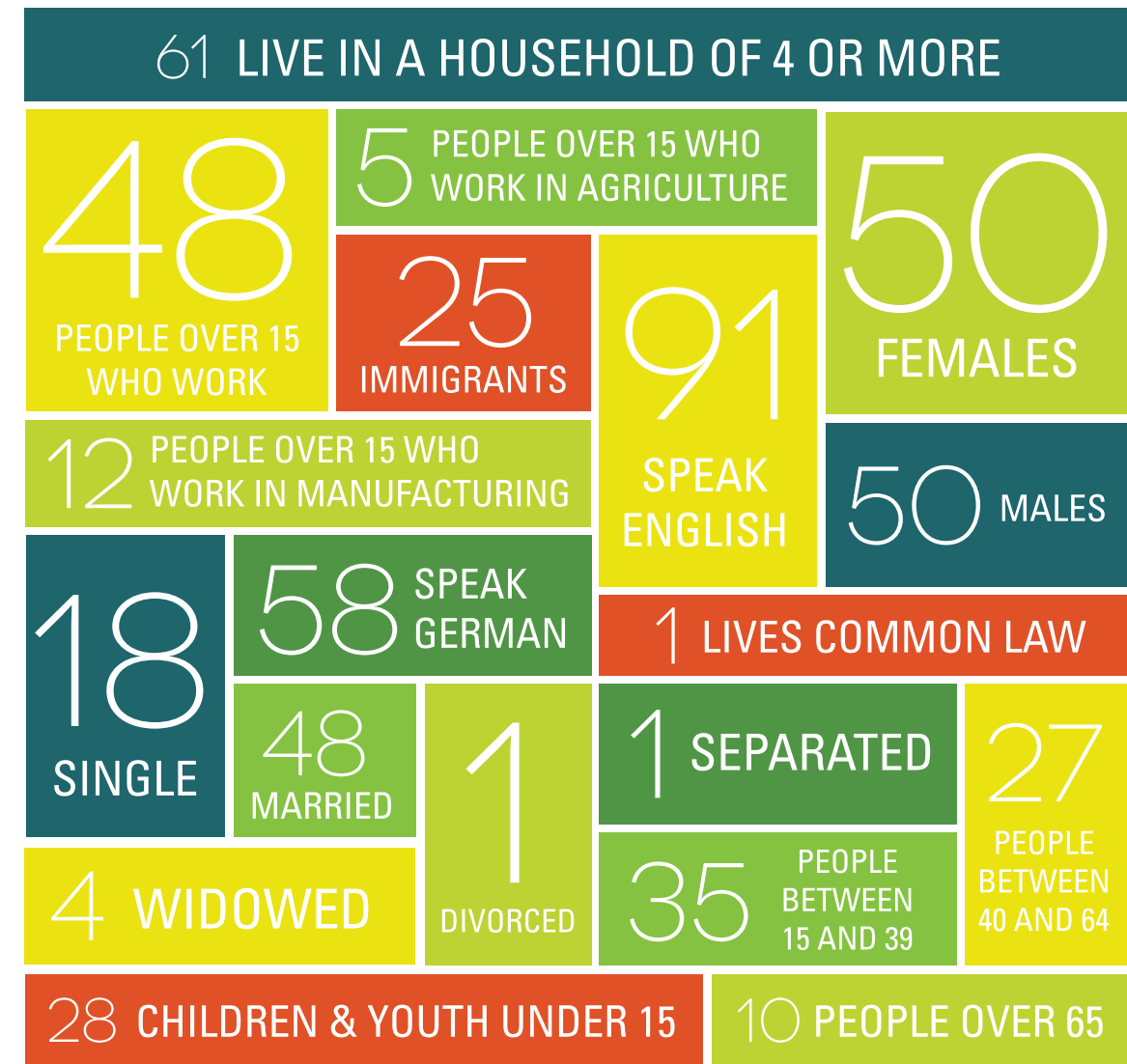
We ask that you read the report and consider the issues raised and the feedback provided by the participants... and then step forward and help make Winkler a better place to live.

Phillip Valletly  
WCF President



Myra Peters  
WCF Executive Director

# IF WINKLER WAS A CITY OF 100...



# 01

## LEARNING

### GRADE: B



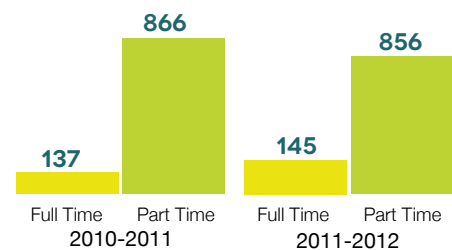
Garden Valley School Division  
Attendance Rate **94.71%**

#### Graduation Rates



*\*some difference in calculation methods, please see source document for details*

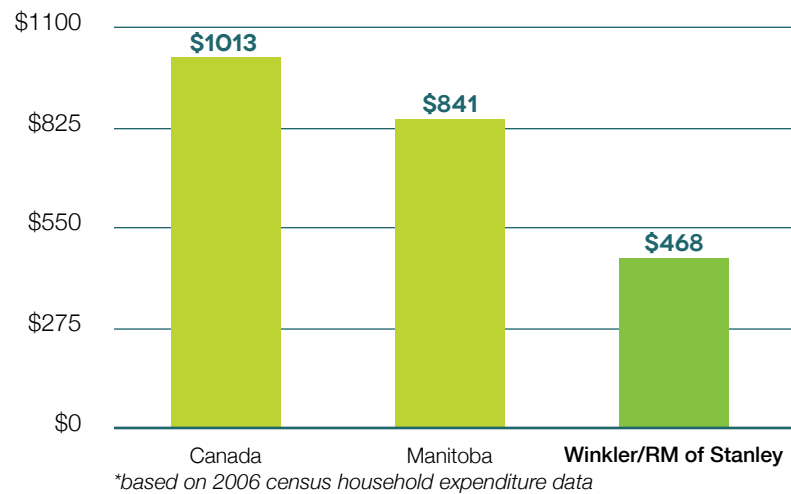
#### Students enrolled at Red River College Winkler Campus Full Time Programs and Continuing Education



RRC Winkler Campus offers **13** different diploma or certificate programs and **77** part time continuing education classes for **2012-2013**. They also offer an Adult Learning Centre where students (19 and over) can obtain their grade 12 diploma.

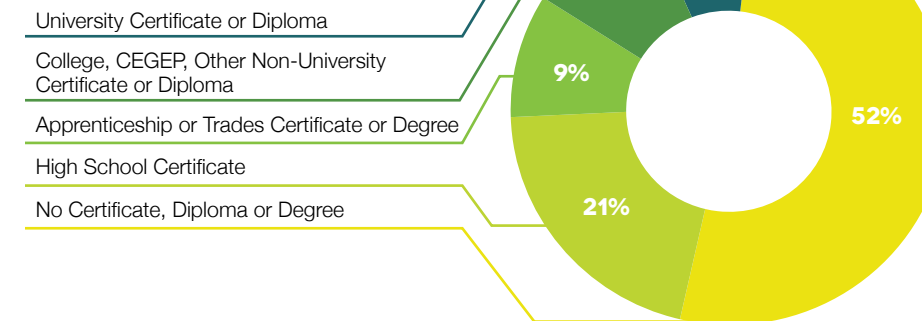
The Winkler and District Chamber of Commerce hosted or participated in hosting **12** learning events in **2011** on a variety of topics including HR Standards, Customer Service and Apprenticeship. These events regularly drew groups of **15-35** people each.

#### Average Yearly Spending per Household on Education



#### Education Attainment

Total Population Over 15 Years Old.



#### WCF at Work

WCF has granted over \$19,000 to the Garden Valley Collegiate scholarship fund to help students fund their post secondary education and assisted with programs such as Hard of Hearing and Special Needs in the GVSD.

#### What You Can Do:

- Learn about the educational resources that are available right here!
- Talk to your kids about their educational options.
- Attend public consultation meetings.
- Become a life-long learner!
- Read to your children and grandchildren

## DID YOU KNOW?

GVSD offers a variety of student supports including:

- Resource Teachers
- Guidance Counsellors
- Home School Liaison Workers
- Speech and Language Pathologists
- School Psychologists
- English As Additional Language Programs (EAL)
- Alternative Education Programs
- Literacy Interventions

As of 2011 it is mandatory in Manitoba that students attend school until the age of 18.

**Pembina Valley Language/Education** for Adults provides English as an Additional Language classes and literacy classes for adults 18 and over.

# 02

## HEALTH & WELLNESS

GRADE: C



# 03

## SAFETY

GRADE: B

### Life Expectancy



### Licensed Day Care Spaces in Winkler/Stanley



There are also many unlicensed day cares in the area providing services.

### Salem Personal Care Home in Winkler

**34-40** Average number of people awaiting placement at Salem Personal Care Home.

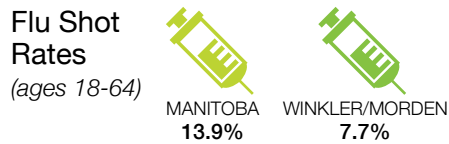
**146** Total number of beds at Salem Personal Care Home.

### Population with High Levels of Work Stress

Reflects perceptions of work, including job security, social support, monotony, physical effort, and extent of decision-making.



### Flu Shot Rates (ages 18-64)



## DID YOU KNOW?

The new Northlands Parkway Collegiate in Winkler will include a child care centre with proposed space for 12 infants, 36 preschool and 30 school age children.

## WCF at Work

Thanks to the creation of the Dr CWWiebe Fund, \$50,000 was granted for the MRI at BTHC. WCF has also supported local programs facilitated by the Alzheimer's Society, Child and Family Services, Genesis House, Winkler Day Care, Pembina Valley Pregnancy Care Centre, Anxiety Disorder Association of Manitoba and South Central Cancer Research.

### What You Can Do:

- Make physical activity a regular part of your daily life
- Take responsibility for your health

## WCF at Work

The Winkler Fire and Rescue Department recently created a Fund at the WCF designated to education, training, scholarships and equipment for local firefighters.

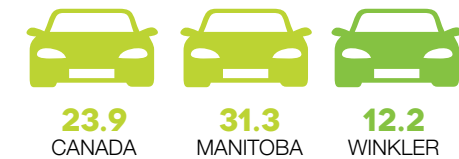
### What You Can Do:

- Lock your homes, cars, sheds, garages, and bicycles
- Keep your belongings out of sight in your parked car
- Make friends with your neighbours!
- Report suspicious activity immediately when you observe it

### Police Officers Per 10,000 People



### Motor Vehicle Thefts per 10,000 people in 2011



### Drug Violations per 10,000 people in 2011



## DID YOU KNOW?

The Winkler Police Service recently implemented Live Scan Gen II, the latest fingerprinting technology in it's field.

They were the first Police Service in Manitoba to do so.

### Winkler Break and Enters

**42** reported in all 2011.

**60** reported from January to June in 2012

After a rash of break-ins in 2012, a special project resulted in the arrest of 2 people, who were charged with 24 of those break-ins.

# 04

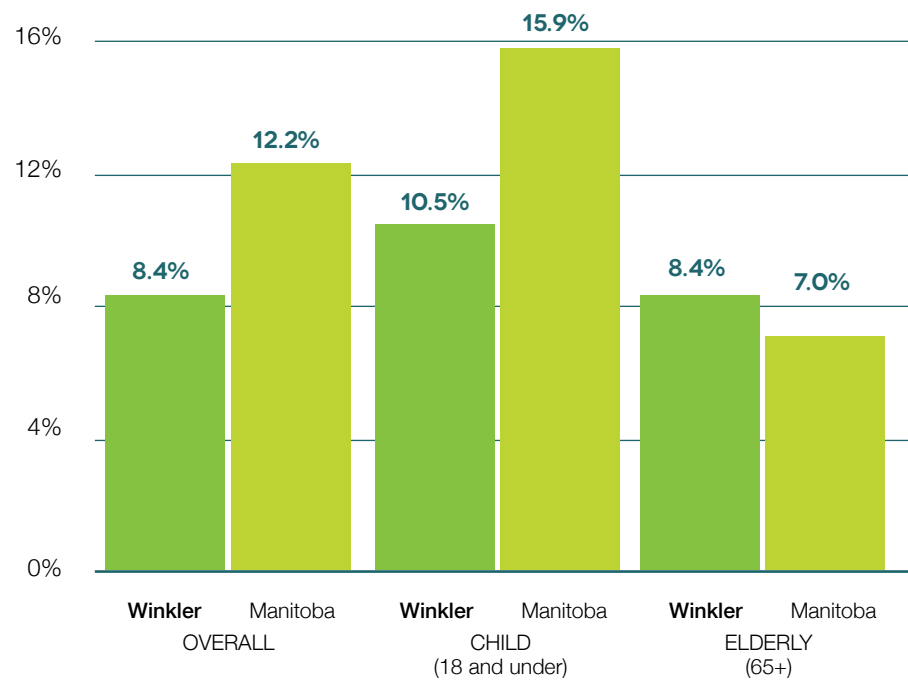


## GAP BETWEEN RICH & POOR

GRADE: C

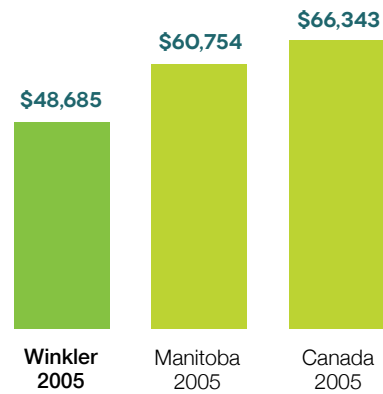


### Poverty Rates

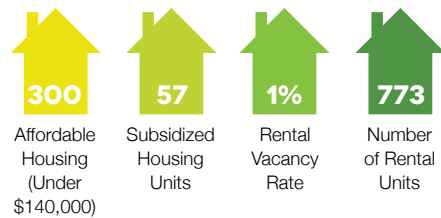


\*based on the Low Income Cut-off After Tax Poverty Rates (2005)

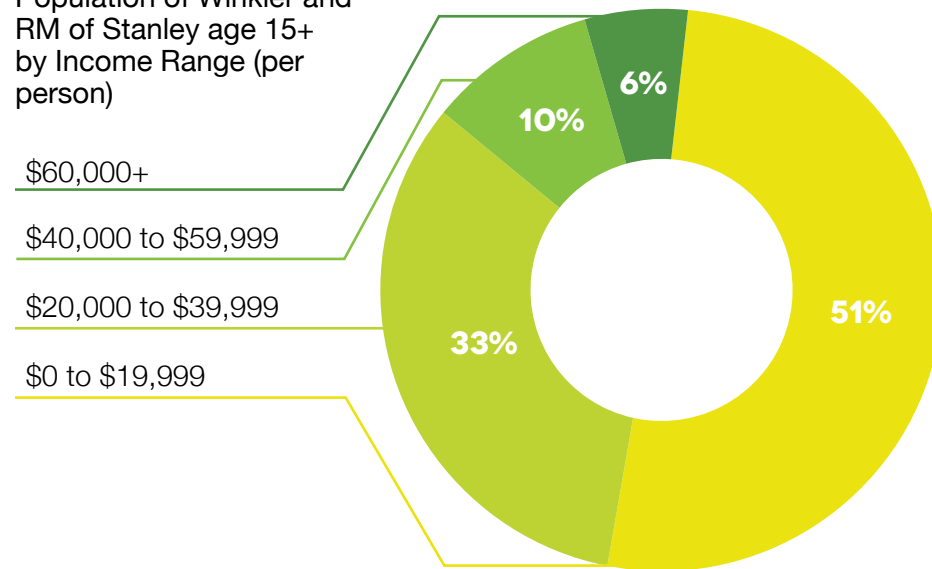
### The Median Real Income of Economic Families



### City of Winkler Housing



### Population of Winkler and RM of Stanley age 15+ by Income Range (per person)



**DID YOU KNOW?** 56% of rental housing in Winkler is senior rental units.

### WCF at Work

WCF has partnered with the Thanks for Giving Run generating more than \$67,000 for the Winkler and District Food Cupboard. WCF has also provided grants to programs such as "Kids Sport" and "Chance 2 Grow" which provide financial assistance to local families for recreation and education opportunities.

### What You Can Do:

- Volunteer with a non-profit organization within our community
- Donate

# 05

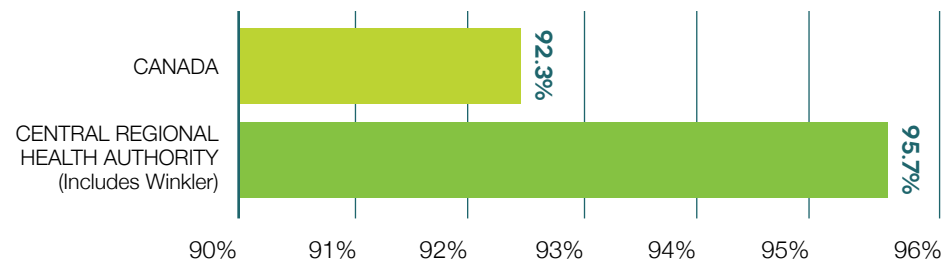
## COMMUNITY INVOLVEMENT

### GRADE: C



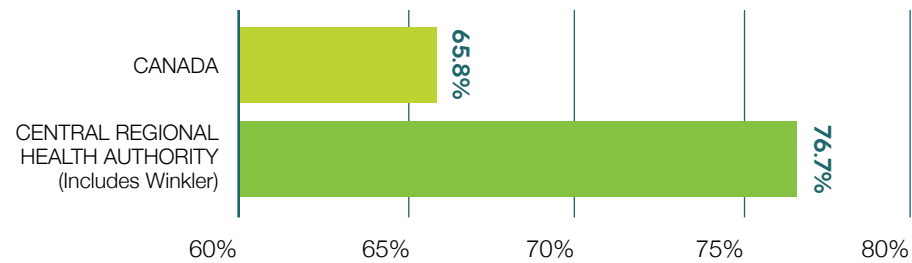
#### Life Satisfaction

Percentage of individuals (aged 12+) who reported that they were Satisfied or Very Satisfied with their overall life in 2011.



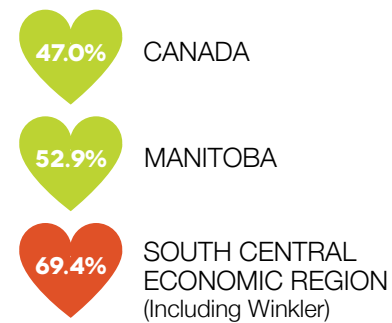
#### Sense of Community Belonging

Percentage of individuals (aged 12+) who reported a Strong or Somewhat Strong sense of community belonging in 2011.



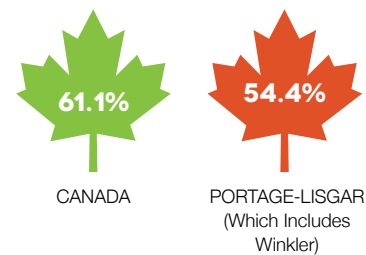
#### Volunteer Rate

Percentage of individuals engaged in unpaid volunteer activities as part of a group or organization in 2010.

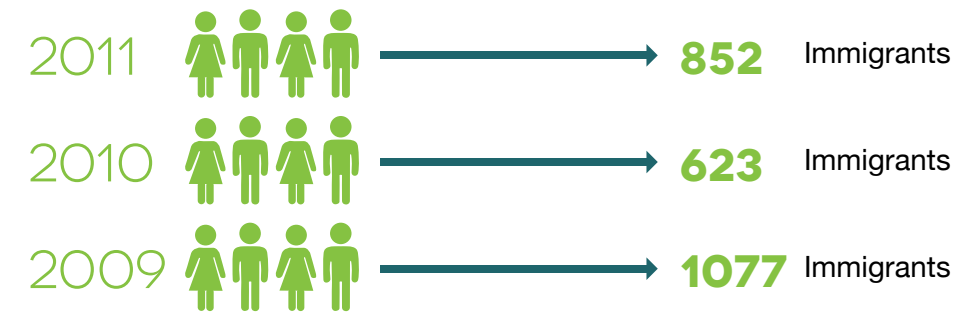


#### Voter Turnout

Percentage Voter Turnout in Federal Elections.



#### Immigration to Winkler



#### Youth Unemployment Rate

(Age 15 to 24)



### DID YOU KNOW?

The average Winkler/RM of Stanley household's charitable contribution was 22% more than the average Canadian household's charitable contribution.

### WCF at Work

The Winkler Citizen of the Year Award is presented annually by WCF recognizing an individual for their leadership in our community. WCF also supports Youth in Philanthropy programs in three local schools, educating our youth to recognize needs and contribute back to their community.

#### What You Can Do:

- Participate or volunteer in a fundraising walk or run
- Get to know your neighbours
- Get out and vote

# 06



## ARTS, CULTURE & RECREATION

### GRADE: C

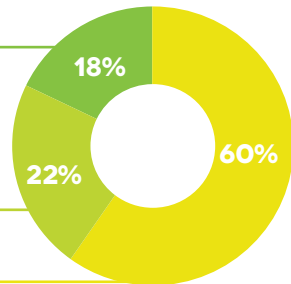
#### Physical Activity Levels

(Age 12+) Self-reported level of physical activity including frequency, duration and intensity.

Active

Moderately Active

Inactive



City of Winkler maintains **9** different Parks and several Walking/Biking paths

In 2012 The Winkler Pool saw a **6.4%** increase in public swimmers compared to 2011



PW Enns Centennial Concert Hall hosts approximately **25,000** audience members at an average of **60** shows per year.

#### Employment in Arts, Culture Recreation and Sports Industries

- 1.0%** Of Total Employment in Winkler.
- 2.3%** Of Total Employment in Manitoba.
- 3.0%** Of Total Employment in Canada.

Materials (books/audio/video) circulated by the Winkler Branch of the South Central Regional Library in 2011. **156,285**



This averages to **14.6** per person, the provincial average is **8.3** books per person

South Central Regional Library Members from the City of Winkler and the RM of Stanley **10,536** **55%** of Residents.

#### DID YOU KNOW?

There were **221** choral, vocal and piano entries in the Winkler Festival of the Arts in 2012

### WCF at Work

In 2011, the WCF provided funding for 5 projects to Arts, Culture and Heritage organizations in Winkler which includes music scholarships for developing musicians through the Winkler Festival of the Arts.

#### What You Can Do:

- Learn about the recreation opportunities available in our community and get involved
- Join or start an organization
- Take up a new hobby
- Talk to your family about being active and take a walk and stay active together



#### We connect, collaborate, inspire...

The Winkler Community Foundation, established in 1988, facilitates collaborative philanthropy by making powerful connections between donors and community organizations for the long term benefit of Winkler and surrounding area.

#### Winkler Community Foundation

##### 2012/2013 BOARD OF DIRECTORS

- Phillip Vallely – President
- Merlin Heppner – Vice-President
- Laurie Dyck
- Ernie Froese
- Gary Gilmour
- Martin Harder
- Tena Lane
- Tash Olfert
- Jim Smith
- Stacy Wiebe

#### ACKNOWLEDGEMENTS

The Winkler Community Foundation would like to thank the following organizations for their support and assistance in building Winkler's Vital Signs Report. Without them this report would not have been possible.

- City of Winkler
- RM of Stanley
- Winkler Stanley Economic Development
- Garden Valley School Division
- Red River College
- Winkler Arts Council
- Winkler Festival of the Arts
- Winkler Parks and Recreation Department
- Child and Family Services of Central Manitoba
- South Central Immigration Services
- Winkler Senior Centre
- The Bunker
- Winkler Police Service
- Winkler and District Chamber of Commerce
- South Central Regional Library
- Family Services and Consumer Affairs
- Salem Personal Care Home
- Central Regional Health Authority
- Dr. C.W. Wiebe Medical Centre
- Community Futures Heartland
- Lightpost Marketing
- Tiny Sparrow Creative
- Cam Dueck Photography



COMMUNITY FOUNDATIONS OF CANADA  
all for community.

#### SOURCES

City of 100 is based on City of Winkler and RM of Stanley Census data. For additional information regarding information sources and calculations, please refer to Winkler's Vital Signs@ Source Document located at <http://cityofwinkler.ca/communityfoundation/>

Vital Signs is a community check-up conducted by community foundations across Canada that measures the vitality of our communities, identifies significant trends, and supports action on issues that are critical to our quality of life. Vital Signs is coordinated nationally by Community Foundations of Canada.

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