

PHILANTHROPY

The Victoria Foundation & Black Press
Working Together – how philanthropy
shapes our community

The Victoria Foundation: 75 years of giving - highlights of a milestone year

The story of The Victoria Foundation began 75 years ago in a soup kitchen - the Sunshine Inn on Pandora Avenue. The man who ran it, Burges Gadsden, knew this community could be improved by an organization that would support charities across all sectors. So in 1936, during the darkest days of the Depression, Gadsden founded The Victoria Foundation, Canada's second community foundation (after Winnipeg).

Since then, the foundation has granted more than \$100 million to thousands of charitable organizations. It now manages assets of more than \$180 million – making it the sixth largest of 180 community foundations in Canada. Here are some highlights of the Victoria Foundation's 75th anniversary year:

January – Foundation launches 75th anniversary website

View the interactive timeline at 75yearsandcounting.ca

Feb. 2 – Grants honour Victoria's Chinese Canadian community

The foundation gives \$75,000 for four projects to protect and support Chinese history, culture and art. Later in the month, another \$26,000 is granted to preserve the Chinese Consolidated Benevolent Association's historical documents collection.

Feb. 4-13 – Victoria Film Festival: *Contemplating Victoria*

The Festival honors the foundation's 75th with a showing of 10 films from the archives that reflect life in Victoria.

April 10 – Launch of the Victoria Circle

The Victoria Circle welcomes 97 people who have communicated their intention to make a future gift to the community through their estate plans.

April 10-16 – Victoria Foundation steps up for National Volunteer Week

The Foundation supports Story Theatre's production of *Stepping Up*, a play for young people about the benefits of volunteerism.

May 1 – Every Step Counts in 10K

A 75-member foundation team enters the Times Colonist's 10K road race. Members include participants and volunteers from one of the foundation's programs, *Every Step Counts*.

May 31 – Local students grant \$17,500

Over 100 participants from Victoria Foundation's seven Vital Youth high school programs present grants totaling \$17,500 to 16 charitable organizations.

June 11 – Foundation friends celebrate 75th

A 75th gala features keynote speaker Tim Brodhead, CEO of the J.W. McConnell Family Foundation, and Canadian comedian Rick Mercer.

Sept. 12 – Victoria Symphony premieres orchestral work honoring the foundation

The Victoria Symphony premieres *High Tower*, by Victoria-based composer Anthony Genge. The work was commissioned by a former Honorary Governor of the foundation, the late Jane Rogers, in honor of the community contributions of the Victoria Foundation and those of her late husband, former Lieutenant Governor Bob Rogers.

Sept. 26 – Vital Youth welcome the Governor General

Members of the foundation's Vital Youth

program greet the Right Hon. David Johnston and his wife on their inaugural visit to Victoria. In honour of the visit, the City of Victoria contributes \$5,000 to its Governor General's Youth Legacy Fund held at the foundation.

Sept. 29 – Study demonstrates high level of arts economic activity

The first economic activity study on arts and culture in Greater Victoria is released. Funded by the foundation, the study shows the sector generated total economic activity of \$170 million in 2010.

Oct. 4 – Vital Signs community report card released

The foundation issues its sixth annual *Victoria's Vital Signs* report showing that Victoria residents are concerned about the cost of living but love the natural amenities of their community.

Nov. 7 – National Philanthropy Day Awards

Foundation board member Deirdre Roberts is awarded the Generosity of Spirit Award at the National Philanthropy Day awards.

Nov. 11 – World premiere of *Mary's Wedding*

Foundation donors supported the composition of the World War I-based opera *Mary's Wedding* for Pacific Opera Victoria.

Nov. 15 – 18 – Victorians rise to the 75-Hour Giving Challenge

Fifteen charitable organizations with endowment funds managed by the foundation raise more than \$140,000 in 75 hours. The foundation contributed another \$75,000 in matching funds.

Nov. 19 – Victoria's Youth Vital Signs released

The Victoria Youth Vital Signs report is launched at TED-X Victoria. It's the first time it's released as a stand-alone report.

Nov. 28 – Foundation awards \$800,000 in community grants

This latest round of grants brings the foundation's annual total to more than \$9 million.

Dec. 20 – New fund brings history full circle

The first organization to receive a grant from the Victoria Foundation becomes the most recent one to create an endowment to be managed by the foundation. The Boys & Girls Clubs of Greater Victoria, originally the Victoria Boys' Club, establishes a \$100,000 fund.



Rick Mercer and board celebrated 75 years of the Victoria Foundation on June 11.



Victoria's Vital Signs®, an annual community report card sponsored by Island Savings, was released Oct. 4 showing cost-of-living has become the top issue for Victorians.



Victoria's Youth Vital Signs®, sponsored by the TELUS Victoria community board, was released Nov. 19 at the TED-X Victoria conference.

75 YEARS
AND COUNTING.

2011 marks the 75th anniversary of the Victoria Foundation. The donors of yesterday had the same vision as those who give today – to make our community stronger and to support causes that matter. Over 75 years, our endowment has grown, and as an organization, our ability to affect change has grown. Thank you donors and thank you Victoria, for counting on us for 75 years. victoriafoundation.bc.ca



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