

2018

Civil Society Impact

MEASURING ECONOMIC AND SOCIAL ACTIVITY
IN THE VICTORIA CAPITAL REGION



VICTORIA FOUNDATION

Civil Society Impact

RESEARCH TEAM

CRYSTAL TREMBLAY, PhD
Lead Researcher

BROCK SMITH, PhD
Co-researcher

NORAH MCRAE, PhD
Co-researcher

PUBLICATION TEAM

ROB JANUS
Project Manager

DIGITAL DIRECT
Printers

ECLIPSE 360
Designers

Copyright: Victoria Foundation, 2018

VICTORIA FOUNDATION
200-703 Broughton Street
Victoria, BC V8W 1E2

Copies of this report are available at
victoriafoundation.bc.ca

For enquiries, please email
info@victoriafoundation.bc.ca

 /VicFoundation

 /TheVictoriaFoundation

 /victoriafoundation



Contents

KEY FINDINGS	1
INTRODUCTION	3
VICTORIA FOUNDATION	7
UNIVERSITY OF VICTORIA	11
THE RESEARCH	15
ECONOMIC IMPACT	21
SOCIAL IMPACT	27
CONCLUSIONS	37
REFERENCES	38





VICTORIA FOUNDATION

CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER®

Since 1936, the Victoria Foundation has focussed on *connecting people who care with causes that matter®*. We manage charitable gifts from donors whose generosity allows us to create permanent, income-earning funds. The proceeds from these funds are distributed as grants to causes donors wish to support on southern Vancouver Island and beyond. Our mission is to strengthen community well-being by investing in people, opportunities and solutions.

ACKNOWLEDGEMENTS

Numerous colleagues have been involved in this research partnership project. A special thanks to Dr. Crystal Tremblay who, as lead researcher, designed and led the project. Thanks to Sandra Richardson, Carol Hall and Robert Janus from the Victoria Foundation for input throughout the research process. Leadership and support was provided by Dr. Norah McRae, Executive Director (past) of the University of Victoria's (UVic) Office of Community-University Engagement. Thank you to Dr. Brock Smith, Professor with UVic's Gustavson School of Business for his work on the economic activity component of this project. To Kathryn Keats who provided research assistance and to the community participants who contributed their valuable time to this project, thank you.

Funding for this study was provided by the Victoria Foundation.

We acknowledge and respect the Lekwungen-speaking peoples on whose traditional territories we reside and the Songhees, Esquimalt and the WSÁNEĆ peoples whose historical relationships with the land continue to this day.



Key Findings



Summary

This study, a partnership project between the Victoria Foundation and the University of Victoria, examines the social impact and economic activity of civil society (also known as the 'charitable' or 'third' sector) in the capital region in the 2016 fiscal year. It was conducted to help better understand and strengthen the sector for the betterment of all Greater Victorians.

Research

Data for the study was obtained from Canada Revenue Agency (CRA) 2016 public data, together with an online survey administered between January and March 2018. The survey was sent to 778 registered charitable organizations in the CRA database, with an additional 50 contact emails found through websites and added to the survey distribution list. A total of 80 completed survey responses were received.

Key Findings

The total economic activity of registered charitable organizations in the capital region is just over \$4 billion, including funding distributed to clients or other donees. This level of spending supports the equivalent of 63,000 jobs, which support over \$300 million in municipal taxes. With induced multiplier effects, the economic activity of registered charities in the capital region is just over \$6.8 billion, including funding distributed to clients or other donees. This level of spending supports the equivalent of 122,000 jobs, which support almost \$584 million in municipal taxes.

The social impact of the sector is diverse in scope and breadth. We received over 150 open-ended illustrations of impact in all 17 UN Sustainable Development Goals (SDGs). Level of impact was recorded at the individual, community or systems level in each of the SDG's.

**TOTAL
ECONOMIC
ACTIVITY** > **\$4 BILLION**

THE 5 MOST PROMINENT AREAS OF IMPACT

when aligned to the United Nations
Sustainable Development Goals

In order of most often cited
by survey respondents:



GOAL 3
GOOD HEALTH
AND WELL-BEING



GOAL 4
QUALITY EDUCATION



GOAL 16
PEACE, JUSTICE AND
STRONG INSTITUTIONS



GOAL 5
GENDER EQUALITY



GOAL 11
SUSTAINABLE CITIES
AND COMMUNITIES



Introduction



Civil Society - Canada's third sector

Civil society, also known as the charitable sector, is vital to both Canada's economy and the well-being of its citizens. Indeed, each of us is regularly enriched by the work of civil society organizations, whether we recognize it or not.

From sports groups, to child care, seniors' services to beach clean-ups and thousands of other initiatives, our interactions with civil society are as ubiquitous as any other sector.

With approximately 86,000 registered charities nationwide, the sector currently accounts for \$251 billion in total annual revenue, with total annual expenditures of \$240 billion. Few would disagree that the work and services provided by these organizations touch virtually every aspect of our lives.

As a society, we are also very generous in our support of charitable organizations, with total donations reported by Canadian tax filers reaching \$8.9 billion in 2016.

Limited research, however, has been conducted to date that illustrates the broad impact of this sector. Some studies, noted in the literature scan in this report, have examined various facets of the impact of the sector but there exists no consistent, systematic, or methodological guidelines to assess the breadth and scope of social impacts or economic activity.

A local focus

Given the sheer size of the sector nationally, what do we know about the impacts of civil society here in the capital region? What does it mean to the regional economy? How does it improve the social aspects of our lives and the lives of those beyond our community?

These are the questions the Victoria Foundation looked to answer when we first contemplated undertaking this research project. As the region's largest non-government funder, we were keen to learn more about those we were supporting with our grants.



Total donations reported
by capital region tax
filers in 2016

\$118.5 MILLION

We also felt that a lack of information in this area was contributing to an undervalued notion of the sector's contribution, which was in turn undermining support for the sector overall. There are untapped resources of energy and assets and increased knowledge is one key to unlocking them.

A global reach

Applying an established and accepted framework, such as the United Nations Sustainable Development Goals (SDGs), provides a shared language for both local and global issues – from ending hunger, to achieving gender equality and protecting the health of our oceans. Certainly, at the Victoria Foundation, we are seeing our donors looking to extend the reach of their philanthropy across the planet more and more. These aspirational global goals, with 169 targets, were published and agreed upon by the UN's 193 Member States in 2015. They establish ambitious targets for the goals by 2030, such as ending hunger for all people, everywhere. Figure 1 on the next page outlines the 17 UN SDGs that are used as a framework to document social impact in this study, as discussed further in this report. There have been active monitoring and reporting of global progress by the UN and local organizations have also been encouraged to map how their current strategies align with the goals. There has been, however, no study to date (known to the authors) assessing the charitable sector's contribution specifically, on a local scale.

This research project, therefore, examines the social impact of civil society in the capital region aligned to the 17 SDGs. Economic activity is also measured and provides strong evidence of the sector's significant contribution to the economic development and well-being of this region.

A tool to help strengthen civil society

Greater Victorians live in a generous community. Beyond the noted donations to charity, we volunteer at rates above many other communities, lending our talents to a wide array of causes and passions. It is through the generosity of our donor community that the Victoria Foundation is able to partner with the University of Victoria to carry out research such as this. Ultimately, our goal in undertaking this project has been to support and reinforce the sector, locally and beyond.

Within the capital region, the 1,000+ civil society organizations operating and delivering programs and services will benefit from the knowledge of how important their work is to the local economy and to the well-being of our citizens. Just as Victoria's burgeoning technology sector has been able to demonstrate its manifold impacts on our community in recent years, it's hoped that this report will highlight the benefits of the civil society sector locally.



We anticipate this report will inspire collaborations and build credibility both within the sector and with those unfamiliar with civil society's impacts. Partnerships need to continue to form, both within and outside of the sector, as we look to achieve the SDG targets.

Here in Victoria, the opportunity exists to leverage our collective strength around endeavours such as

shared resources, shaping policy, growing employment, collective purchasing and generally increased collaboration. Beyond the local community, we are optimistic that this research will contribute to the growing body of knowledge around civil society's benefits, provincially, nationally and indeed, globally.

FIGURE 1 | UN SUSTAINABLE DEVELOPMENT GOALS





*Victoria
Foundation*



Giving back to the community and civil society

The story of the Victoria Foundation began in 1936 in a soup kitchen: the Sunshine Inn on Pandora Avenue in downtown Victoria.

It was during the darkest days of the Depression and the struggles of citizens were reaching unprecedented levels. The man who ran the Inn, Burges Gadsden, was witness to the difficulties that charities and kindly citizens alike were having as they tried to bring relief to the many that suffered. He knew his community could be improved by an organization with a solid source of funds that would provide support to charities across all sectors.

Established through an Act of the B.C. Legislature, that year the Victoria Foundation became a registered Canadian charity and Canada's second community foundation after Winnipeg. Its first financial gift was received in April 1937 from Burges' mother, Fannie Gadsden. She gave \$20 "with the wish that I could afford one hundred dollars to so fine an undertaking" as she wrote in the letter enclosed with her donation.

Fannie may have worried that her gift was small, but that \$20 changed a community forever. Today, over 80 years later, the Victoria Foundation still stewards that first gift – and the many others that followed. In the years since, the foundation has established a long and valued history of strengthening community well-being by investing in people, opportunities and solutions. Building on our connections and community knowledge, we provide effective grants to increase the vitality of our communities.

Today, building on our connections and community knowledge, we provide effective grants to increase the vitality of our communities. Mid-way through 2018, our assets under administration now top \$360 million and in 2017, the Victoria Foundation distributed over \$20 million in grants and scholarships, bringing our total awarded since inception to over \$200 million. As embodied in our tagline, *connecting people who care with causes that matter®*, these funds are stewarded on behalf of donors to support civil society working across the full range of areas that contribute to community well-being – immediately and for the long term.



The Victoria Foundation's story began in 1936 at the Sunshine Inn on Pandora Avenue in downtown Victoria.

Recently, the Victoria Foundation has begun to pivot as an organization, evolving from a focus on engagement with donors and grant recipients, to one that puts our leadership activity at the forefront of all that we do.

Although all of our work centers around improving the well-being of our community, we undertake a range of initiatives with the specific aim of strengthening local civil society. These may be organizations that we hold an endowment fund for, or that we grant to, or even those that we have not yet had an opportunity to work with directly.



PARTNERSHIPS AND COLLABORATION

Collaboration is one of the four values of the Victoria Foundation, along with integrity, leadership and diversity and inclusion. As our organization has matured to meet the growing demands and complexities of our region, there is little we do that isn't in partnership with others. Recent efforts have seen us take a leading role in driving collaborative change in areas such as food security, homelessness and literacy. As a trusted, neutral third party, we have embraced our ability to bring together like minds and organizations – and sometimes not-so-like ones – to benefit from combined efforts, shared knowledge and a range of increased efficiencies that flow from working together towards a common goal.

FINANCIAL CAPACITY

Granting

One of the primary ways we strengthen civil society organizations is through our granting. Most of our grants follow recommendations from fund holders to support the registered charities that they care about through Donor Advised Grants, whereas our Community Grants distribute funds to eligible organizations that apply to this annual process. And through our Provincial Grants, we make distributions to qualified organizations and individuals from provincial scholarship funds, adoption and permanency funds, or grants addressing Fetal Alcohol Spectrum Disorder.

Thriving Non-Profits

In partnership with Scale Collaborative, we run this cohort program presented by non-profit leaders, for non-profit leaders, to help organizations adopt financial diversification strategies to drive greater impacts and scale. Intake is limited to a handful of qualified organizations at a time to help them explore a range of strategies including social enterprise, capital grants, corporate partnerships, fee-for-service, social purpose real estate and multi-year funding. As this program grows, we believe that the organizations that participate in the cohort can collectively contribute to a stronger, more financially resilient and impactful sector.



GOOD GOVERNANCE

The Victoria Foundation is a strong advocate for best practices in civil society governance, within our own organization and among the region's charitable organizations. This is reinforced by periodically offering a workshop on board governance from one of Canada's most experienced and respected practitioners in this field, Don McCreesh.

The Foundation is also accredited through the Imagine Canada Standards Program. Widely considered the highest benchmark for the operation of a Canadian charity, the Standards Program lays out 73 standards that must be met in five areas, including board governance, financial accountability and transparency, fundraising, staff management and volunteer involvement. In 2012, the Victoria Foundation was one of the first charities in Canada to receive accreditation from Imagine Canada when their Standards Program was launched. Every five years, organizations are required to re-apply to become reaccruited, which the Foundation successfully completed in 2017.



COMMUNITY KNOWLEDGE

Education

In addition to our workshops on governance mentioned above, the Victoria Foundation runs or hosts a variety of educational activities for civil society. From seminars on using Google Ad Grants and YouTube in fundraising efforts, to webinars for professional advisors run in partnership with the Canadian Association of Gift Planners, the Foundation works to raise the level of understanding in areas that make charities more sustainable and better at what they do.

Victoria's Vital Signs

Since 2006, the Victoria Foundation has been publishing this community report card, combining citizen survey results with indicator data in twelve key issue areas. The result is a snapshot of the vitality and well-being of the region, providing a rich and detailed look at our community's strengths and weaknesses. What started out as a means for the Foundation to do our work better has evolved into an indispensable tool for individuals, governments, organizations and institutions to both understand their community better and inspire them to take action and make improvements.

Vital Conversations

Building on the knowledge gained from Vital Signs, these community engagement activities look to further the dialogue on issues facing our region. From youth mental health, to the implications of moderate drinking or how the UN Sustainable Development Goals are rooted in local efforts, the Victoria Foundation is increasingly looking to hear from local citizens as we explore opportunities and solutions to pressing concerns.

Vital Victoria Podcast

Produced by the Victoria Foundation, Vital Victoria takes a deeper dive into the issues critical to our quality of life on the South Island. Each episode takes a closer look at one of the key issue areas explored in Victoria's Vital Signs and features interviews with both local leaders and those working in the field.

Community Research

This report is an example of primary research that the Victoria Foundation is undertaking as we look to improve our collective understanding of issues facing the civil society sector. Through initiatives like this and others, we hope to grow our collective knowledge of issues and opportunities.



*University
of Victoria*



A commitment to community - local to global

The University of Victoria (UVic) is well known locally, nationally and internationally as an institutional leader in community engagement and research partnerships.

For the faculty involved, this means applying their expertise to real-world challenges and collaborating with community partners across all sectors – including public, private, civil society, First Nations – who bring their knowledge together, in mutually reinforcing ways. A study conducted in 2017 by the former Office of Community University Engagement (OCUE) at UVic found over 20 types of both community engaged' research and learning across the campus, signaling the vast diversity and breadth of these scholarly activities. There are faculty members, students and staff in every corner of the university who identify their research, learning and other scholarly work as being community-engaged – an approach to knowledge co-creation that values reciprocity and that has relevance to society. This commitment is clearly articulated and woven throughout its vision and strategic frameworks including its most recent Strategic Framework (2018-2023), Indigenous Plan (2017-2022), Research Plan (2016-2021), International Plan (2017-2022) and countless other faculty-led initiatives, research centres and academic units.

The most recent Strategic Framework (2018-2023) highlights UVic's ongoing commitment to excellence in community engaged research and innovation to advance human knowledge, improve and enrich lives, tackle global challenges and promote the sustainability of the planet. The Strategic Research Plan (2016-21) also reflects the university's commitment with institutional policies and organizational supports for this approach of research, contributing to the social, cultural and economic advancement of its many partnering communities, including First Nations.

Community engagement is also a key priority in UVic's International Plan (2017-2022) to support *"research, scholarship and creative activities that engage partners and communities to maximize impact and social and environmental benefit."*



The areas of focus for community-engaged research at UVic are broad and deep, from understanding the lives of the homeless, to working with local school districts to chart children's learning, to mapping community natural, cultural and sustainable resources.

This is clearly outlined in Category 4 of the plan: *“Making a vital impact through international engagement,”* reflecting the strong commitment to projects that work with the community to identify issues, develop solutions and work together to make a positive impact – at home and abroad.

Global initiatives such as the United Nations Sustainable Development Goals (UN SDGs) signal a call to all sectors of society, including higher education institutions, to position themselves as drivers for change. Partnerships (Goal 17) are key to realizing these goals. UVic has responded and continues to take action to address these global goals. A recent institutional assessment affirmed that UVic’s community-engaged research makes a significant impact in the local community in areas of critical need. The study identified over one hundred occurrences of impact on Vancouver Island between 2009-2015 documented at various levels (e.g. individual behaviour, community level and systems change) in almost all of the 17 goals: specifically in Goal 3 (Good health and Well-being), Goal 4 (Quality Education), Goal 9 (Industry, Innovation and Infrastructure), Goal 13 (Combat Climate Change), Goal 14 (Conserve oceans, marine resources) and Goal 16 (Peace, justice and strong institutions). These are reflective of UVic’s current strengths and commitment to local-global sustainability.

The university is well poised to take a leadership role in our region, to co-create knowledge across sectors and to mobilize assets towards these collective goals. As such, the university aspires to increase openness and engagement in scientific research, promoting and enhancing a society that is empowered and knowledgeable about the world around us.

A vital partner

The University of Victoria and the Victoria Foundation have a strong history of collaboration. This engagement spans several years through research partnership projects driven by community needs, or through the various engaged-learning opportunities provided for students. The Victoria Foundation’s CEO Sandra Richardson, who was awarded an honorary doctorate at UVic this year, has played a strong leadership role with UVic’s former community-engagement offices, including the Office of Community-based Research (OCBR) and the Institute for the Studies and Innovation in Community-University Engagement (ISICUE). This research project is one of the ways UVic and the Victoria Foundation are currently working together to bring visibility and support to our region’s thriving civil society.



Knowledge 4 Change Partnership – Salish Sea Hub

This year, the Victoria Foundation, the University of Victoria, the Moosehide Campaign and the Victoria Native Friendship Centre began an exciting new partnership to form the Salish Sea Hub as part of the Knowledge for Change (K4C) Global Consortium for training in community-based research. The K4C is an international initiative of the UNESCO Chair in Community-Based Research and Social Responsibility in Higher Education, under the joint directions of Dr. Budd Hall (University of Victoria, Canada) and Dr. Rajesh Tandon (PRIA, India).

K4C is a decentralized training structure consisting of a variety of local training hubs located in the Global South and the excluded North. The hubs are led by teams of civil society organizations and higher education institutions that provide research training through citizen-led field projects and co-create knowledge through collective action in order to address locally pressing societal challenges linked to the UN Sustainable Development Goals.

The emerging Salish Sea Hub builds on the strong history of partnerships between local civil society organizations, networks and government, with a prominent reputation both nationally and internationally. The Hub is a multi-sector partnership connecting UVic and community through collaboration on the co-creation of knowledge and training in Community-based Research. The thematic focus of the Hub is dynamic and fluid and will be built upon the co-creation of identified

local interests and needs between partners. Some of the current strengths support and aim to advance indigenous culture revitalization, reconciliation, gender justice and climate change adaptation. The Hub has a commitment to Indigenous world-view in all aspects from administration and governance to community engagement and programming.

The benefits of this undertaking are significant. Beyond the strengthening and expanding of partnerships with our community partners, there are benefits in knowledge mobilization, outreach and developing future opportunities for collaboration. Expanded knowledge and mobilization of key contemporary issues – supporting indigenous rights issues and approaches, climate change adaptation and sustainability – is of key interest to Canada as well as linking to the SDGs.



For more information UVic's research partnership opportunities please visit Research Partnerships and Knowledge Mobilization.

www.uvic.ca/research/partner



The Research



Impact of civil society

Research at the regional, national and international levels on the social impact of civil society has been scattered and inconclusive. There exists no consistency on indicators, frameworks or at the scale with which impact is measured.

Likewise, there are debates about definitions, procedures for measurement and interpretations of findings. Impact, for example, can have effects at the individual (micro), organizational and community (meso) and societal (macro) levels. The sector also has an impact on various social domains notably: the economy in terms of employment, workers' integration and urban regeneration; social capital and trust; participation; innovation; and sense of well-being. The majority of studies concerning this sector focus on outputs and collects output data, such as the number of volunteers, the contribution to the GDP, etc. These quantitative measures alone, however, are quite limiting in revealing meaningful information about an organization's broader social impact (Laforest, 2010).

There have been some notable efforts made, however, to assess the contribution of the sector to social, economic and political life. A study by Salamon et al (2004) draws on the Johns Hopkins Global Civil Society Index, which measures impact of the sector using a set of four indicators, two of them related to the service function of the sector (value added to the economy and share of total employment) and two related to its expressive and representational role (share of employment devoted to expressive fields and extent of organizational membership). Other efforts include the CIVICUS civil society index work, where impact is one of the four dimensions that assess civil society.



There exists no universal definition of impact within the context of assessing civil society.

Five dimensions of impact are used:

1. influencing public policy,
2. holding state and private corporations accountable,
3. responding to social interests,
4. empowering citizens, and
5. meeting societal needs.

Another model, developed by Sokolowski (2014), is based on a logic chain model – input, output and impact – in order to measure the benefits of civil society organizations activities on a macro level. Impacts are measured in this approach by the estimated money value of direct and consequential benefits of the material output.

The Canadian Index of Well-being (CIW), developed by the Atkinson Charitable Foundation, is one of many frameworks that have been used to track social impact, specific to quality of life. The CIW defines well-being as the presence of the highest possible quality of life in its full breadth of expression, focused on, but not necessarily exclusive to: good living standards, robust health, a sustainable environment, vital communities, an educated populace, balanced time use, high levels of democratic participation and access to and participation in leisure and culture (CIW, 2016). The CIW covers eight areas: standard of living; health; vitality of communities; education; time use; democratic engagement; arts, culture and recreation; and environment. In a study on the social and economic impact of the voluntary sector in the Cowichan Valley, Sheppard (2015) uses the CIW as a framework for areas of alignment between the mission and programs of voluntary organizations and community well-being indicator areas.



The Canadian Index of Well-being defines well-being as the presence of the highest possible quality of life in its full breadth of expression



The Social Return on Investment (SROI) is another methodology that has been used to assess impact at the organizational level. Svisend (2015) points to several shortcomings related to using the SROI method, such as excluding environmental or wider societal impacts on the macro-level. The SROI-analysis also presupposes that all kinds of outcomes are expressed in a monetary value, often resorting to less-than-accurate proxies. The identification of causal pathways from specific activities, relative to other drivers of change, remains difficult. The reliability and credibility of social indicators over more economic-based indicators are still being questioned.



Defining and measuring impact

There exists no universal definition of impact, within the context of assessing civil society. An operational definition has been proposed and well accepted in the European Union in consideration of strategies for evaluation and measurement appropriate for policymaking. "Third sector impact means direct or indirect, medium to long-term consequences of the activity of volunteers or of third sector organizations on individuals or on the community, ranging from neighborhoods to society in general. Impact goes beyond and above the outcome that would have happened without the third sector activity." There is

some consensus that "outcome" represents a state, where members of target groups find themselves after the activities are conducted. Here the question arises as to what extent the effects can be attributed to the program, the organization or the sector itself. Impact therefore only refers to those changes, which can actually be attributed to the activities of the program, the organization or the sector. Clarke et al. (2004) propose the definition of impact as the portion of the total outcome that happened because of the activity of the venture, above and beyond what would have happened anyway. Trying to isolate the impact of specific programs or projects, therefore, remains a challenge in assessments of this kind.

Impacts are often derived from activities and services provided in a logic model (Rossi et al. 2004). A logic-chain model, or theory of change, is often used by organizations to explain how a program's activities drive lasting change (i.e. How does a dollar spent lead to lower infant mortality, less pollution, or fewer poor people?). The standard evaluation logic model typically has five elements: inputs, activities, outputs, outcomes and impacts. Change happens due to complex, interacting actions by multiple actors, mediated by social, political, economic and technological factors. It is, in general, impossible to isolate a particular element of the system and study its impact. As a result, assessments tend to refer to contribution, not attribution.



Aligning civil society with the UN Sustainable Development Goals

The 2030 UN Sustainable Development Goals represent a revolutionary global consensus that nations have in achieving development. There is agreement that all sectors need to be working together to achieve these goals. Civil society plays an important role. There has been some progress made in developing frameworks, but limited analysis has been done to date. The US-based **Council on Foundations**, for example, has developed a framework for how philanthropy might play a constructive role in achieving the SDGs, ranging from better data sharing and impact tracking to working more closely with governments (Edwards & Ross, 2016). Another is the **SDG Philanthropy Platform**¹, a multi-year philanthropic initiative led by the United Nations Development Program, the Foundation Center and Rockefeller Philanthropy Advisors.

This Platform is being used to raise awareness about the SDGs, forging partnerships between philanthropy and the private and public sectors and increasing philanthropy's engagement with the post-2015 development agenda. In a recent study the United

States Foundation Centre found that between 2002 and 2012 foundations in the US made \$30.5 billion in grants toward the Millennium Development Goals. In comparison, between 2010 and 2013 universal grantmaking, if applied through the lens of the SDGs, totalled \$97.3 billion (Wales, 2016).

The **British Columbia Council for International Cooperation**², a network of civil society and philanthropic organizations in British Columbia, has recently made progress in networking civil society in moving towards collectively addressing the SDGs. This work has culminated in the formation of **Alliance 2030**³, an emerging network, digital platform and resource for organizations across sectors seeking to advance the SDGs in Canada and abroad. The International Institute for Sustainable Development (IISD), a partner in Alliance 2030, has also taken leadership in tracking SDGs in Canadian cities. Their **SGD Indicator portal**⁴ provides an interactive snapshot at the city level for monitoring progress towards achieving the SDGs. This data has been compiled from several national and local Canadian data sources and is being periodically updated as data becomes available.

¹ <http://sdgfunders.org/home/lang/en>

² BCCIC: <https://www.bccic.ca/sustainable-development-goals>

³ Alliance 2030: <https://alliance2030.ca>

⁴ ISD: <https://sustainable-development-goals.iisd.org/city-data>



Salamon & Haddock (2015) also highlight the relevance and impact of civil society in contributing to each of the SDGs and provide a conceptual framing of what is needed for the sector to achieve the goals focusing on four critical areas:

- 1 **Knowledge:** Put civil society and volunteering on the statistical map of the world;
- 2 **Structure:** Establish & finance a robust institutional structure to promote civil society engagement with the SDG implementation process;
- 3 **Resources:** Work to encourage the flow of private investment capital into support for civil society and social ventures working to achieve the SDGs and help prepare these organizations to access and use this capital effectively; and
- 4 **Enabling environment:** Make the establishment of an enabling environment for civil society and volunteer groups an explicit target of SDG activities and perhaps a condition of country receipt of support for SDG efforts.

This brief review indicates that this sector is still in search of adequate metrics and frameworks for measuring impact; however, several efforts have been made, as illustrated above.



The British Columbia Council for International Cooperation, a network of civil society and philanthropic organizations in British Columbia, has recently made progress in networking civil society in moving towards collectively addressing the UN SDGs.





Economic Impact



Background

The economic activity of civil society organizations in the capital region was assessed using 2016 data provided by the Canada Revenue Agency (CRA) which documents key revenue and expenditure data provided in the tax returns of 994 charitable organizations in the region, plus additional information gained from an original survey of 80 of these organizations.

The analysis was conducted by Dr. Brock Smith of the Peter B. Gustavson School of Business at the University of Victoria at the request of the Victoria Foundation. The analysis followed the same methodology as the analysis conducted for the arts and culture sector of Greater Victoria that was conducted in 2010 and 2012.

Reported is total economic activity which captures the GDP income, full-time equivalent jobs and municipal taxes that are supported by the spending of charitable organizations, most of which is spent in the capital region. This measure indicates the economic significance of charitable organizations to the region. Because these organizations are very diverse and range from small organizations with no employees and limited budgets to large organizations such as Island Health and the University of Victoria with many employees and multi-million dollar budgets, the analysis is reported separately for four groups:

- 497 organizations with no employees,
- 384 organizations with 1 to 20 employees,
- 82 organizations with 21 to 100 employees,
- and 31 organizations with more than 100 employees.

The infusion of income into the Greater Victoria economy through direct organization spending has indirect effects on employment levels (full-time equivalent jobs supported by that spending) and municipal taxes (the taxes paid by full-time equivalent workers).



We work with more than 300 youth, 200+ clients on a mental health and addictions journey, and more than 550 adults who are looking for support each year. All of these individuals are connected to other organizations and systems within the community.

SURVEY RESPONDENT

Economic activity also results from induced effects of subsequent “rounds” of the direct spending where money spent on goods and services from local suppliers is used by those suppliers to purchase other goods and services and so on in a multiplier effect. It should be noted that the jobs created by this spending are full-time equivalent jobs, not necessarily actual jobs, in that the spending supports the hiring of people to provide the goods and services purchased. Similarly, tax impacts reflect the municipal property taxes that people in those full-time equivalent jobs typically pay.

These figures are based on the total 2016 property taxes collected by the 13 Capital Regional District municipalities paid per full time equivalent employed person in the capital region in 2016.



Methodology

The study uses an approach developed for the Ontario Arts Council by Informetrica Limited for assessing the economic impact of tourism related events, activities and services. This approach has been used to assess the economic activity and impact of the Greater Victoria Arts & Culture sector (2012 and 2010), the Scotia Bank Vancouver Half Marathon (2014), the Harbour Air Seaplanes service (2014), the BMO Vancouver Marathon (2013 and 2012), Clipper Navigation's Victoria ferry

service (2013) and Blackball Transportation's MV Coho ferry service (2011 and 2007), among many other events, activities and services.

Data for the econometric modelling was generated from three sources. First, the CRA provided revenue and expenditure data for all of the registered charities in the capital region. Second, a primary survey of those organizations was conducted by the Victoria Foundation, with usable responses from 80 organizations. This data was used to assess hours of work per employee and contractor in the four groups of organizations (no employees, 1-20 employees, 21-100 employees and over 100 employees). Average worker wage per week in 2016 (\$920.92) was determined from BC Statistics and the average municipal tax paid per full time equivalent worker (\$4432) was calculated using information provided by BC Statistics and Statistics Canada.

The multiplier utilized in the analysis was 1.7. There are many methods for determining an appropriate multiplier and many considerations, including industry, city size and local economic conditions. A figure of 1.7 was chosen as the multiplier as 1.756 is the multiplier suggested by the Alberta Ministry of Finance for arts, entertainment and recreation organizations, 1.7 was the multiplier used in a 2016 economic impact analysis of Airbnb hosts and customers in Vancouver and it is consistent with the multiplier of 1.5 used by the University of Victoria in 2012.



Results

The total economic activity of registered charities in the capital region is just over \$4 billion, including funding distributed to clients or other donees (client support in Tables 1-4).

This level of spending supports the equivalent of 63,000 jobs, enabling over \$300 million in municipal taxes. With induced multiplier effects, the economic activity of registered charities in the capital region is just over \$6.8 billion, including funding distributed to clients or other donees. This level of spending supports the equivalent of 122,000 jobs, making possible almost \$584 million in municipal taxes.

Of this \$4 billion of direct income, organizations with more than 100 employees account for \$3.56 billion. Organizations with 21 to 100 employees account for \$212 million, organizations with 1 to 20 employees account for \$198 million and organizations with no employees account for \$58 million.

A breakdown of the income, employment and tax impacts by size of organization are found in Tables 1 to 4, with Table 5 providing a summary of the economic activity of all of the charitable organizations in the capital region.

TABLE 1 | ECONOMIC ACTIVITY OF 497 CHARITY ORGANIZATIONS WITH NO EMPLOYEES

	DIRECT & INDIRECT EFFECT	INDUCED EFFECT	TOTAL IMPACT
LOCAL INCOME IMPACT (GDP)			
Net Income Impact - Operations	\$33,698,391	\$23,588,874	\$57,287,265
Net Income Impact - Client Support	\$24,809,168	\$17,366,418	\$42,175,586
Total Net Income Impact	\$58,507,559	\$40,955,291	\$99,462,850
LOCAL EMPLOYMENT IMPACT (Person Years)			
Net Employment Impact - Operations	643	534	1,177
Net Employment Impact - Client Support	561	393	954
Total Net Employment Impact	1,204	927	2,131
LOCAL TAX IMPACT (PROPERTY TAXES)			
Net Tax Impact - Operations	\$2,850,515	\$2,365,069	\$5,215,584
Net Tax Impact - Client Support	\$2,487,418	\$1,741,193	\$4,228,611
Total Net Tax Impact	\$5,337,933	\$4,106,262	\$9,444,195

TABLE 2 | ECONOMIC ACTIVITY OF 384 CHARITY ORGANIZATIONS WITH 1 TO 20 EMPLOYEES

	DIRECT & INDIRECT EFFECT	INDUCED EFFECT	TOTAL IMPACT
LOCAL INCOME IMPACT (GDP)			
Net Income Impact - Operations	\$149,228,186	\$104,459,730	\$253,687,916
Net Income Impact - Client Support	\$49,282,347	\$34,497,643	\$83,779,990
Total Net Income Impact	\$198,510,533	\$138,957,373	\$337,467,906
LOCAL EMPLOYMENT IMPACT (Person Years)			
Net Employment Impact - Operations	3,355	2,363	5,719
Net Employment Impact - Client Support	1,115	780	1,895
Total Net Employment Impact	4,470	3,144	7,614
LOCAL TAX IMPACT (PROPERTY TAXES)			
Net Tax Impact - Operations	\$14,871,126	\$10,473,347	\$25,344,473
Net Tax Impact - Client Support	\$4,941,149	\$3,458,805	\$8,399,954
Total Net Tax Impact	\$19,812,275	\$13,932,152	\$33,744,427

TABLE 3 | ECONOMIC ACTIVITY OF 82 CHARITY ORGANIZATIONS WITH 21 TO 100 EMPLOYEES

	DIRECT & INDIRECT EFFECT	INDUCED EFFECT	TOTAL IMPACT
LOCAL INCOME IMPACT (GDP)			
Net Income Impact - Operations	\$203,222,378	\$142,255,665	\$345,478,043
Net Income Impact - Client Support	\$8,643,934	\$6,050,754	\$14,694,688
Total Net Income Impact	\$211,866,312	\$148,306,418	\$360,172,730
LOCAL EMPLOYMENT IMPACT (Person Years)			
Net Employment Impact - Operations	4,207.34	3,218.15	7,425.50
Net Employment Impact - Client Support	195.55	136.88	332.43
Total Net Employment Impact	4,402.89	3,355.03	7,757.92
LOCAL TAX IMPACT (PROPERTY TAXES)			
Net Tax Impact - Operations	\$18,646,952	\$14,262,846	\$32,909,798
Net Tax Impact - Client Support	\$866,659	\$606,661	\$1,473,320
Total Net Tax Impact	\$19,513,611	\$14,869,507	\$34,383,117

TABLE 4 | ECONOMIC ACTIVITY OF 31 CHARITY ORGANIZATIONS WITH MORE THAN 100 EMPLOYEES

	DIRECT & INDIRECT EFFECT	INDUCED EFFECT	TOTAL IMPACT
LOCAL INCOME IMPACT (GDP)			
Net Income Impact - Operations	\$3,555,694,449	\$2,488,986,114	\$6,044,680,563
Net Income Impact - Client Support	\$7,683,876	\$5,378,713	\$13,062,589
Total Net Income Impact	\$3,563,378,325	\$2,494,364,828	\$6,057,743,153
LOCAL EMPLOYMENT IMPACT (Person Years)			
Net Employment Impact - Operations	58,808.95	56,306.60	115,115.55
Net Employment Impact - Client Support	173.83	121.68	295.51
Total Net Employment Impact	58,982.77	56,428.28	115,411.06
LOCAL TAX IMPACT (PROPERTY TAXES)			
Net Tax Impact - Operations	\$260,641,251	\$249,550,867	\$510,192,118
Net Tax Impact - Client Support	\$770,401	\$539,281	\$1,309,682
Total Net Tax Impact	\$261,411,652	\$250,090,148	\$511,501,800

TABLE 5 | ECONOMIC ACTIVITY OF 994 CHARITY ORGANIZATIONS IN THE CAPITAL REGION

	DIRECT & INDIRECT EFFECT	INDUCED EFFECT	TOTAL IMPACT
LOCAL INCOME IMPACT (GDP)			
Total Net Income Impact	\$4,032,262,729	\$2,822,583,910	\$6,854,846,639
LOCAL EMPLOYMENT IMPACT (Person Years)			
Total Net Employment Impact	62,921	59,199	122,121
LOCAL TAX IMPACT (PROPERTY TAXES)			
Total Net Tax Impact	\$303,224,957	\$280,632,999	\$583,857,956



Social Impact



Background

Social impact was measured against the UN Sustainable Development Goals framework. This framework is globally recognized and consists of **17 development goals** with an accompanying **169 targets**.

The framework captures indicators such as gender equality, education, health and actions towards climate change, in addition to other critically recognized areas for development. Respondents were asked to select up to 3 UN goals indicating where their organization is having an impact, measured by reach - the spread or breadth of influence or effect at the following levels:

INDIVIDUAL - MICRO: includes changed skills, behaviour, attitudes, knowledge or understanding at the individual level;

COMMUNITY - MESO: includes improved services, effective collaborations or ideas at the community or organization level; and

SYSTEMS - MACRO: this usually takes years, but could take the form of changes to policy, structures or to national/provincial agendas.

For those goals selected, respondents were asked to provide an illustrative example including quantitative (i.e. number of people served) and/or qualitative measures (i.e. stories, quotes about impact).



Our society offers children in our community quality, integrated, healthy, safe, social, environmentally sound child care programs.

SURVEY RESPONDENT

Methodology

For the purpose of this study, registered charitable organizations are included if they fall under the regulations of the Canada Revenue Agency (CRA). Charitable organizations in this study are also classified by primary area of activity according to the International Classification of Nonprofit Organizations (ICNPO). The ICNPO system groups organizations into 12 major activity groups, including a “not elsewhere classified” category. The total number of respondents per category is included in Figure 3.

The methodology applies a combination of a survey and publicly available data (i.e. Canada Revenue Agency) to assess the economic activity and social impact of the sector. A survey was distributed by email between January-March 2018 to 763 of the total 1,027 registered charitable organizations identified in the capital region through the Canadian Revenue Agency online database in October 2017. The list from CRA included email contacts for 713 organizations and an additional 50 contact emails were found through websites and added to the survey distribution list. One respondent per organization was asked to participate. There were 156 survey respondents with a total of 80 complete responses used for analysis. The average completion time was 39 minutes.



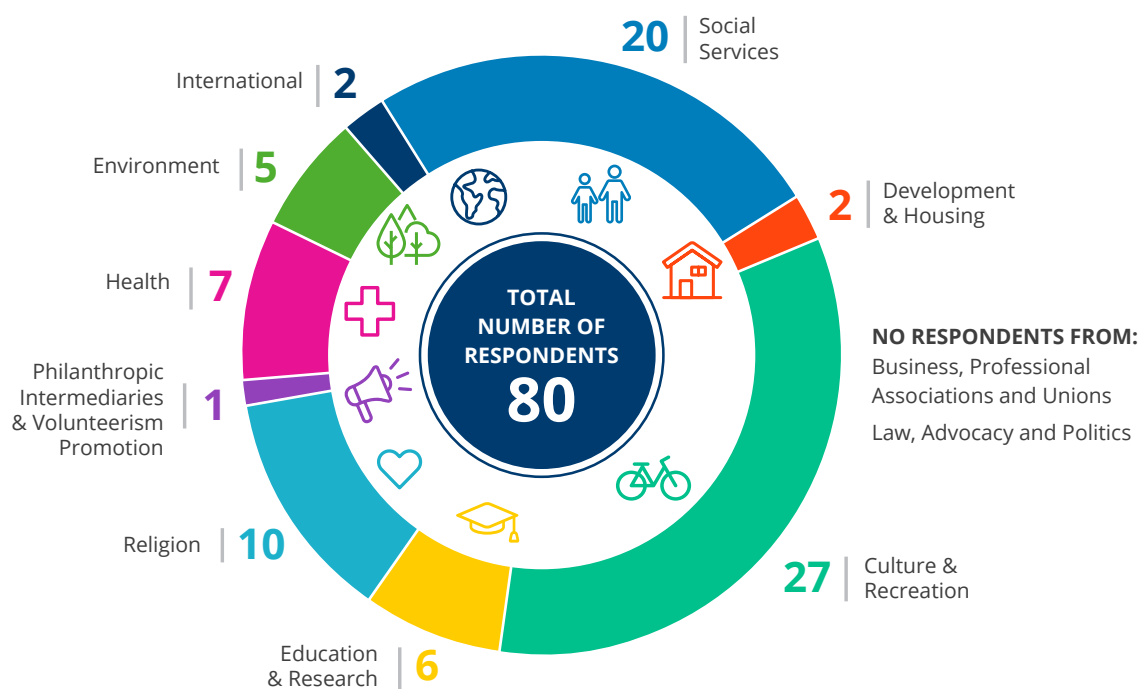
Organizations in the region are addressing gender equality in various ways, such as the promotion of gender equality in the workplace, supporting women's reproductive independence, and by reducing domestic violence and abuse.



FIGURE 2 | Number of registered charities (CRA) by Municipality (by CRA registration address)



FIGURE 3 | Number of respondents



RESULTS

A total of 136 open-ended illustrations of impact were provided. These were then theme coded and collated to represent the most prominent areas of impact as indicated among the different levels of impact (individual, community, systems) below (Table 8).

TABLE 8 | Social impact by level

UN SDGS			LEVEL OF IMPACT			
			INDIVIDUAL	COMMUNITY	SYSTEMS	TOTAL
	GOAL 1	End poverty in all its forms everywhere	10	6	3	19
	GOAL 2	End hunger, achieve food security and improved nutrition and promote sustainable agriculture	6	4	1	11
	GOAL 3	Ensure healthy lives and promote well-being for all at all ages	39	36	12	87
	GOAL 4	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	19	15	5	39
	GOAL 5	Achieve gender equality and empower all women and girls	12	7	3	22
	GOAL 6	Ensure availability and sustainable management of water and sanitation for all	2	2	0	4
	GOAL 7	Ensure access to affordable, reliable, sustainable and modern energy for all	1	0	0	1
	GOAL 8	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	8	7	3	18
	GOAL 9	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	2	5	2	9
	GOAL 10	Reduce inequality within and among countries	8	5	2	15
	GOAL 11	Make cities and human settlements inclusive, safe, resilient and sustainable	6	9	5	20
	GOAL 12	Ensure sustainable consumption and production patterns	4	1	1	6
	GOAL 13	Take urgent action to combat climate change and its impacts	4	4	2	10
	GOAL 14	Conserve and sustainably use the oceans, seas and marine resources for sustainable development	4	7	2	13
	GOAL 15	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss	5	6	3	14
	GOAL 16	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	11	18	6	35
	GOAL 17	Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development	2	1	1	4

The following UN SDGs, in order of most commonly referenced, are most prominently identified by the participating organizations as contributing to impact, along with some illustrative evidence.

Many of the illustrative examples provided might address more than one UN SDG. This reflects the challenges in isolating impact and reaffirms the intrinsic connectedness of societal well-being, such as economic development, reducing hunger and peaceful inclusive societies. The examples here therefore provide evidence of impact in the most prominent UN SDG's while also acknowledging the influence in other areas. The promotion of a peaceful and inclusive society (G16) also requires well-being (G3) and gender equality (G5) for example.

Goal 3

GOOD HEALTH AND WELL-BEING

Ensure healthy lives and promote well-being for all at all ages

Ensuring healthy lives and the promotion of well-being for all at all ages is the most recorded impact area at all levels. The contributions in this area are vast and illustrates the diverse ways that organizations are providing vital services for enhancing health, well-being and improving the quality of life for people in the region. The impacts reported range from counselling services, to the promotion of physical literacy and mental health, to supporting economic opportunities for people who face barriers. A few anecdotal illustrations below provide strong evidence for the different ways organizations are making a positive difference to health and well-being.



ILLUSTRATIONS OF IMPACT

"We provide individual, couples and group counselling for 1200 adults annually provided by volunteer counsellors trained and supervised through the agency needs."

"Provide recreation classes to 4,500 people annually, offer social supports (events, volunteerism, parent programs, etc.) serving 8000 people annually, provide youth and family counselling to 1300 clients annually, provide quality childcare to over 200 children."

"The promotion of physical literacy and mental health through dance education programs as well as school outreach performances. Provides senior in isolation or with physical and or financial issues with free social events which include a professional ballet performance as well as direct interaction with artists in a social setting across generation and culture. Promotes social inclusion."

"We are a volunteer centre helping people find meaning and connect to ideas spaces and courses that matter. We work with more than 300 youth, 200+ clients on a mental health and addictions journey and more than 550 adults who are looking for support each year. All of these individuals are connected to other organizations and systems within the community needs."

"We support approximately 12,000 people in the CRD each year. We are operating 549 supportive apartments that rent out at the provincial shelter of \$375/month. We temporarily sheltered 1,631 people in our emergency shelters and helped 303 people find paid employment through our employment support program. We also participate in committees, boards and groups affecting systems changes such as: the Downtown Service Providers (local); CRD advisory committees and the Coalition to End Homelessness, among others (regional), British Columbia Non-Profit Housing Association, Shelter-Net, among others (provincial); and the Canadian Housing and Renewal Association, among others (Federal)."

Goal 4

QUALITY EDUCATION

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Several organizations in the capital region work to promote and provide inclusive and equitable education and lifelong learning opportunities. These services and opportunities range from providing educational services to children, youth, adults and seniors through a variety of programs that integrate culture, therapy, art and other approaches that enhance lifelong learning, as demonstrated below. Positive impact in this category also includes providing scholarships, bursaries and financial aid to youth and/or persons in need. Inclusive and accessible child-care/youth services are also an area of impact prominently illustrated in this goal.



ILLUSTRATIONS OF IMPACT

"Our society offers children in our community quality, integrated, healthy, safe, social, environmentally sound child care programs. We have served over 1,000 children & families in the Sooke region with children in foster families, single parent families, military families, grandparent families and many families where a parent works out of province a lot of the time."

"Inclusive quality childcare; assisted living for seniors; supportive housing for low income and refugee & immigrant families; mentoring and support for young families; housing, support and employment training for brain injury survivors; Support for families who have a child with a disability to access respite services and have time off; transition house and supportive housing for women (and their children) who are leaving an abusive relationship."

"The Mission of Viva Youth Voices is to enrich lives and cultivate community through vocal and choral music programmes for children and youth. To achieve this, we: provide professional and educational training both individually and in ensemble settings, provide opportunities for our singers to collaborate with instrumentalists and with other singers, provide performance opportunities at a variety of levels and in a variety of settings."

"We have over 8,000 members of our Centre/society and our reach is growing. We have also created a Coast Salish Indigenous advisory council and added Coast Salish art and culture to our Centre in an effort to bring science/nature and art/culture together for ultimate learning opportunities. Added to this, we also have a growing marine mammal artifact display showcasing a killer whale skeleton. This informs and teaches why marine mammals should be learned about, but not be in live collections."



Goal 16

PEACE, JUSTICE AND STRONG INSTITUTIONS

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

There are several ways that organizations in the capital region are promoting and enhancing a peaceful and inclusive society for sustainable development, as articulated in SDG 16. These include supporting newcomers and refugees with access to cultural and employment opportunities and promoting equity and equality in the region. This also includes the promotion and education of diversity, between and within Indigenous and non-Indigenous communities.



ILLUSTRATIONS OF IMPACT

"We work with newcomers to secure good employment that uses their skills. This helps fill labour market gaps and assists with economic stability needs."

"Provide a way for individuals to travel on foot from one end of Vancouver Island to the other to appreciate its ruggedness, its diversity, its wilderness and the impact of industrial logging and subsequent reforestation. It passes through First Nation territories that will be recognized and promoted."

"Through participating in a community based justice program, offenders see how their actions affect their community. Offenders work towards repairing the harm and take steps to avoid reoffending. Access to justice: Our services are provided for free, providing equal access to all."

"The Art Gallery of Greater Victoria (AGGV) fills a fundamental role in the community - it contributes to its health, reflects its values and is a demonstration of its significance. As an essential part of life in the community the Art Gallery of Greater Victoria must do more than just present great exhibitions. It must build audiences that see the institution as a place that is relevant to their lives. It must be trusted as a cultural organization that will present significant exhibitions and events and reflect how the community sees its place in the world. As a necessary and vital cultural institution and meeting place for all people, the AGGV interprets and preserves art through the collection, preservation, exhibition, research and education of visual art."



Goal 5

GENDER EQUALITY

Achieve gender equality and empower all women and girls

The UN identifies nine main target areas for Goal 5, including ending all forms of discrimination and the elimination of violence and sexual exploitation or any harmful practice. These targets also recognize, support and empower women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.

Organizations in the region are addressing gender equality in various ways, such as the promotion of gender equality in the workplace, supporting women's reproductive independence and by reducing domestic violence and abuse.



ILLUSTRATIONS OF IMPACT

"Our organization provided crisis pregnancy support to women worried about pregnancy, including free pregnancy testing, one on one meetings to provide support, information and referral regarding pregnancy support services, medical, midwife and doula services, free maternity and baby items."

"The Steps to the Future Child Care Society has offered a city average wage for our staff with medical/dental benefits to staff that work a minimum of 24 hours/week. The majority of our staff have been women and at least 80% of our staff have been single mothers. Our society also supports our staff with free childcare at their place of work."

"We provide support for women who have been in an abusive relationship to access legal services to ensure their safety. Advocate and support initiatives that educate people around the issues of domestic violence. Advocate and support initiatives that support survivors of brain injury so that they do not become a statistic and spiral into poverty, homelessness, criminal behaviour and addiction."

"By providing staffing capacity to overseas organizations working on creating systemic local, national, regional and international gender equality laws and policies."



Goal 11

SUSTAINABLE CITIES AND COMMUNITIES

Make cities and human settlements inclusive, safe, resilient and sustainable

Making cities safe, inclusive and sustainable means ensuring access to adequate safe and affordable housing and services, such as transportation and public spaces. Organizations in the capital region are contributing to this goal in various ways, as described in some examples below. These include the provision of access to affordable and inclusive housing for low-income families and seniors, as well as access to cultural events and services that enhance diversity and inclusion.



ILLUSTRATIONS OF IMPACT

"Offering affordable access to live art presentations for young people, underprivileged and first nations communities. Live performing art offerings for the well-being of the individual and community."

"By improving services and programs for seniors."

"Our Age-Friendly Committee is very active with promoting seniors' issues and activities through discussion, consultation and fundraising. At the moment, we are supporting the Sooke Seniors Drop-In Society to construct a Seniors Centre, and advancing the successful Lifelong Learning sessions. We have also been involved with two provincial pilot programs: an Aging Well workshop and an online Seniors Information Hub with BC Healthy Communities and Eldercare."

"We believe in dignity for all – sexual orientation (male, female, gay, lesbian, transgender, etc.); those with physical, mental, emotional and developmental challenges; and race. We practice that by ensuring people do not encounter barriers to their being able to participate in whatever activity offered in our building. Our members and volunteers are drawn from all of the above groups."

"Inclusive society that offers services to any individual within the Capital region that is assessed by the Health Authority as requiring the level of care that is provided by our organization."

"Our Access Health Centre is a community-based model of health provision that shares a building space with our dental clinic, pharmacy, AIDS Vancouver Island and Island Health provided Assertive Community Treatment Teams."

"We saw 34,500 medical and 5,400 dental appointments last year. Our doctors, nurses and pharmacists reach out to the community to hold clinics in shelters, drop-in programs, reserves and other community settings throughout the CRD. We are part of a provincial body, the BC Association of Community Health Centres that are working to advocate for and drive changes to provincial health provision. Our Director of Health Services is currently the chair of that body and they are hosting this year's meeting of the Canadian Association of Community Health Centres in one of our sites. This will help to influence positive systems to change federally as well as highlight provincial and local promising practices."



Conclusions

Using this report

While the results of this study are remarkable, much more can be done to support civil society organizations in the region so that their impacts – both economic and social – can be even larger and more meaningful to the citizens they reach both locally and beyond.



Municipal, provincial, national and First Nations governments are encouraged to use and share this information so that better, more informed decisions can be made around issues influencing the sector and its work. We need to all work together to celebrate and enhance the sector through supportive policies and collaborations.



Businesses can benefit from this information by considering the vast opportunities to partner with the sector across a range of shared goals contributing to the overall well-being of our region. All of us live and work alongside of each other and we have many of the same goals in mind for our communities.



Academic institutions and others can build upon the work conducted in this study, as we grow our knowledge and refine methodologies for measuring impacts.



And perhaps most importantly, **civil society organizations** should embrace the study results as they take pride in the significance of the sector, while looking for opportunities to leverage our collective impact. Resource sharing, collective purchasing, employment needs and other partnerships should all be priorities as we look to fully exploit economies of scale.



CIVIL SOCIETY IMPACTS OUR REGION

This study is the first of its kind that provides a comprehensive approach to measuring the impact of the civil society sector in the capital region. As evidenced throughout these pages, our community is home to a strong and vibrant civil society. The sector contributes significantly to the economic development and prosperity of the region – with over \$4 billion in economic activity – while driving substantial social impacts and contributing to the collective global agenda for sustainable development.

The work of this sector is impressive – and is clearly illustrated by the various ways organizations are enhancing the social well-being and economic development of people and stewarding the natural environment.

The research data reveals significant impact from this sector across a number of SDG's in particular, but also demonstrates impact at varying levels in all 17 goals.

References

Canadian Index of Wellbeing (CIW). (2016). Canadian Index of Wellbeing. (2016). *How are Canadians Really Doing?* The 2016 CIW National Report. Waterloo, ON: Canadian Index of Wellbeing and University of Waterloo. https://uwaterloo.ca/canadian-index-wellbeing/sites/ca.canadian-index-wellbeing/files/uploads/files/c011676-nationalreport-ciw_final-s_0.pdf

Clark, C., Rosenzweig, W., Long, D. & Olsen, S. (2004). Double Bottom Line Project Report: Assessing Social Impact in Double Bottom Line Ventures. Methods Catalogue. *Center for Responsible Business Working Paper Series*, Working Paper, 13.

Edwards, A., & Ross, N. (2016). From global goals to local impact: How Philanthropy Can Help Achieve the U.N. Sustainable Development Goals in the U.S. Council on Foundations. <https://www.cof.org/sites/default/files/documents/files/Global-Goals-Local-Impact-SDGs-and-Philanthropy-2016.pdf>

Laforest, R. (2010). Assessing the impact of community and voluntary sector activity: as good as it gets? <https://thephilanthropist.ca/original-pdfs/Philanthropist-23-2-419.pdf>

Rossi, P. H., Lipsey, M. W. & Freeman, H. E. (2004) "Evaluation. A systematic approach", Thousand Oaks, (US), London (UK), New Delhi (India): Sage Publications.

Salamon, L. & Haddock, M. A. (2015). SDGs and NPIs: Private nonprofit institutions. The Foot Soldiers for the UN Sustainable Development Goals. Johns Hopkins Center for Civil Society Studies.

Sheppard, K. (2015). Benefiting community: the economic and social impacts of the voluntary sector in the Cowichan region. http://www.socialplanningcowichan.org/uploads/2/0/0/2/20022563/snapshot_reports_template_voluntary_sector_spread.pdf

Sivesind, K. H. (2015). Assessing the impact of the third sector in Europe. From concept to metrics. Progress on indicators and methods. Third sector impact. https://ccednet-rcdec.ca/sites/ccednet-rcdec.ca/files/assessing_the_impact_of_the_third_sector_in_europe_-_from_concept_to_metrics._progress_on_indicators_and_methods.pdf

Sokolowski, S. W. (2014) "Measuring Social Consequences of Non-Profit Institution Activities: A Research Note "Working Papers of the Johns Hopkins Comparative Nonprofit Sector Project 50. Baltimore: The Johns Hopkins Center for Civil Society Studies.

Wales, J. (2016). Funding the Sustainable Development Goals With Investment Philanthropy. The Aspen Institute. <https://www.aspeninstitute.org/blog-posts/funding-the-sustainable-development-goals-with-investment-philanthropy>

Civil Society Impact

MEASURING ECONOMIC AND SOCIAL ACTIVITY
IN THE VICTORIA CAPITAL REGION

ECONOMIC IMPACT

\$4 BILLION

TOTAL ECONOMIC ACTIVITY

of registered charities in the Capital Region in 2016



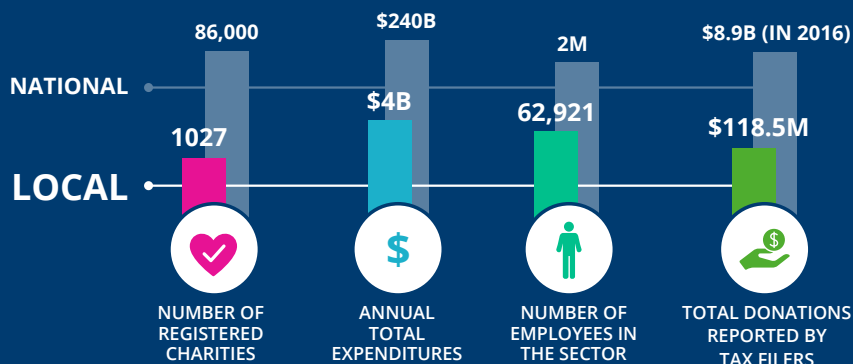
SOCIAL IMPACT

THE 5 MOST PROMINENT AREAS OF IMPACT

when aligned to the United Nations
Sustainable Development Goals



REGISTERED
CHARITIES
BOTH LOCALLY
AND NATIONALLY
BY COMPARISON





VICTORIA FOUNDATION

