FUTURE-PROOF THE BOW VALLEY

1000 VOICES

FOR A SUSTAINABLE AND RESILIENT FUTURE
Only the Banff Canmore Community Foundation is examining the future of the Bow Valley through a wide spectrum microscope. Future-proof your Bow Valley by becoming one of the 1000 voices for a sustainable and resilient future.

The Banff Canmore Community Foundation supports organizations that implement initiatives or conduct research to secure the sustainability of the Bow Valley.

**OUR APPROACH**
The Banff Canmore Community Foundation delivers our mission with three interconnected programs:

- **LEGACY**
  Building a diverse and sustainable culture of volunteerism and philanthropy including growth in community grants and endowments

- **LEADERSHIP**
  Using research and experts to identify how best to address community needs, including granting, advocacy and collaboration

- **LEVERAGE**
  Supporting the volunteer and charitable sectors who address community needs, including funding, capacity development, meeting space, etc.

**SAMPLE ENDOPTION FUND BENEFICIARIES**

- Banff Young Adult Network
- Canmore Rockies Public Schools
- Canadian Rockies Public Schools
- Exshaw Library
- Buffalo Nations Luxton Museum
- Spirit North
- artsPlace
- Banff Greenhouse Society
- Yellowstone to Yukon Conservation Initiative
- Parent Link
- Friends of Kananaskis
- Lake Louise Sport and Recreation Centre
- Banff YWCA

*Grants may be awarded to any eligible organization based on proposals most effectively meeting priority community needs, now and into perpetuity.

**The BCCF acts as a grant and scholarship provider in the areas of:**

- Education
- Truth and Reconciliation (Indigenous Relations)
- Arts and Culture
- Sports and Recreation
- Environment
- Economy
- Community Wellness

**The scholarship programs help individuals move in the direction of their dreams.**
VISION
The human and natural communities of the Bow Valley are vibrant, healthy and resilient, and are supported by engaged and informed citizens.

MISSION
Together with our partners, the Foundation leads, inspires and supports change for a smarter, sustainable and more caring community.

The Banff Canmore Community Foundation’s currency is based in philanthropy and the greatest assets are the people who understand the power of community investment. This endowment will allow the Banff Canmore Community Foundation to bring the concepts in the VitalSigns report to fruition.

THE FUND
In the short term, up to 15% of the gifts to the fund will be designated to immediately address community priorities. The remainder will be permanently endowed.

This endowment campaign brings the community together to create a collective impact. Our grandparents could not have predicted 50 years ago what the biggest issues would be in the Bow Valley today. Invest in resources to Future-proof the Bow Valley and help us discover, dream, and create a livable connected future.

“A society grows great when old men plant trees whose shade they know they shall never sit in.”

Greek proverb
QUALITY OF LIFE AND INCLUSION FOR THE BOW VALLEY

Bow Valley Population

28,188

The Banff Canmore Community Foundation provides grants to organizations who provide programming to the community. The Community Foundation recognizes that the needs will shift over time and while the Foundation can’t predict the future, it can put safety nets in place which will still provide funding in the future. That safety net is an endowment.

LONG TIME RESIDENT’S VISION OF THE BOW VALLEY

We are a growing community without a long term sustainable and resilient strategic vision for the entire Bow Valley. I also worry about adequate transportation and health-related services and facilities for seniors.

2° HOME OWNER’S VISION OF THE BOW VALLEY

The Bow Valley is the most amazing place, we wish we could live here full time-and perhaps we will be able to do that in the years to come. We love the proximity of the World Class facilities, the dining and having the Rockies in our backyard. We want to know about opportunities to give back to the community.

YOUTH’S VISION OF THE BOW VALLEY

My vision of the Bow Valley is one where I can afford to live here, have work-life balance, and feel a sense of belonging to the greater community. We are the future and we need to feel like we can continue to improve this place we have been so lucky to call home.

YOUNG COUPLE’S VISION OF THE BOW VALLEY

We live in shared accommodation as we are trying to save money for a mortgage down payment. We both are professionals with full-time employment and a good side hustle. We spend our ‘weekends’ mid-week to enjoy the backcountry with less traffic. We want to stay in the Bow Valley - we just have to find a way to make it affordable.

FAMILY 2-3 KIDS VISION OF THE BOW VALLEY

We love all the opportunities that the Bow Valley provides our kids. There is no where else that our kids can be exposed to so many different activities, sports, arts, culture and have the Rockies on our doorstep. We want to stay in the Bow Valley but everything from the cost of groceries to housing is so high that even with a six figure income, we can barely afford to live here.

We are a growing community without a long term sustainable and resilient strategic vision for the entire Bow Valley. I also worry about adequate transportation and health-related services and facilities for seniors.

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Bow Valley residents have indicated the biggest unmet challenges are:

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1. Access to sports and recreation as one of the top 3 things to celebrate in the Bow Valley</td>
<td>75%</td>
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<td>2. Healthy food was a priority for improving social well-being</td>
<td>19.71</td>
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<tr>
<td>3. Students are enrolled in Bow Valley schools</td>
<td>31%</td>
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**THE DETAILS**

The Future-proofing the Bow Valley Endowment Campaign will raise $1 million from 1000 forward looking individuals contributing $1000 each.

With $1000 or $84 dollars a month, you can contribute to the Future-proof the Bow Valley Endowment and ensure these challenges and future challenges are addressed by the Banff Canmore Community Foundation.

We cannot accurately predict what the future challenges will be in the Bow Valley. This permanent endowment will enable the Banff Canmore Community Foundation to prioritize its granting and programming to address future challenges 10, 25, 50 and 100 years from now.

**CURRENT OVERALL QUALITY OF LIFE IN THE BOW VALLEY**

VitalSigns will help us make better informed decisions. By identifying areas where we are underserved as a community, we can work with our partners, and existing and new donors, to find solutions.
**INDIGENOUS IMPACT**

Investing in the future works. Recent changes made at the Canmore Community High School have resulted in a higher proportion of Indigenous students graduating in 2018 than has been seen in decades.

**TRUTH AND RECONCILIATION**

One in three survey respondents want more opportunities for cross-cultural learning. 

74% of respondents were interested in increasing their knowledge about the Truth and Reconciliation Commission.

32% of survey respondents want more opportunities for cross-cultural learning between Indigenous and non-Indigenous members of our community.

**BUSINESS AND THE ECONOMY**

Foster an environmentally-sustainable, locally-owned living wage economy that serves all. Diversify the economy and enhance affordability and food security.

GOAL

Here’s what survey respondents had to say ...

32% of survey respondents want more opportunities for cross-cultural learning between Indigenous and non-Indigenous members of our community.

67% of survey respondents chose affordability as one of the top 3 priorities for improvement in the Bow Valley.

23% increase opportunities for business and economic growth as a top 3 priority.

21% increase the share of locally owned and operated businesses in the community.

15% develop a green economy.

24% increase supply of affordable housing.

16% improve affordability of rental units.

13% implement living wage policy.

30% grow and diversify the economic base of the valley.

Non-Indigenous communities in the Bow Valley are better off in terms of the Community Wellbeing Index (CWB) than other non-Indigenous communities in Canada. The opposite is true of our Indigenous communities.

87% of Bow Valley residents have some degree of familiarity with our Indigenous communities.

1/3 One in three survey respondents want more opportunities for cross-cultural learning.

15% increase the share of locally owned and operated businesses in the community.
STAFFING/HOUSING

The future economic success of our entire valley is contingent upon workers being able to afford to live here. A key piece of this is having a spectrum of housing that can sustain our social fabric.

ENVIRONMENT

Support the protection, restoration and management of our natural environment, specifically addressing resilience and mitigation in a time of climate change. Mitigating environmental impact is a priority where the Bow Valley needs to improve. 48% of respondents ranked it in their top 3 priorities.

We know that these crossings work. Research shows mitigation infrastructure in Banff National Park has reduced the number of wildlife-vehicle collisions by as much as 95 percent. At a project cost of about $7-million, a highway overpass with associated fencing can bring a monetary return on investment in less than 10 years, to say nothing of the saved lives of people and wildlife.”

- Hilary Young, senior Alberta program manager

Score 2/4

CURRENT BOW VALLEY PRIORITY

GOAL

Support the protection, restoration and management of our natural environment, specifically addressing resilience and mitigation in a time of climate change.

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AVERAGE WAGE

Median Individual Income

$38,032.19/year

LIVING WAGE

Single Adult:

$17.04/hour

Lone Parent, 1 Child:

$18.51/hour

Couple, 2 Children:

$22.65/hour

per parent

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- Hilary Young, senior Alberta program manager

30% respect wildlife corridors

9% increase recycling infrastructure

9% increase scope of public transit

10% reduce landfill waste
$1000 TO FUTURE-PROOF THE BOW VALLEY

What do you get?

* The name of your choice recognized as contributor.
* An income tax credit in the name of the donor.
* Invitations to special events; Invitation to provide input on specific areas of community engagement.
* Opportunity to make further contributions to the endowment.

YES, I WILL HELP FUTURE-PROOF THE BOW VALLEY

Your pledge can be paid up to March 31, 2021

Name: ____________________________________________

Address: ____________________________________________

Name on the Endowment: _____________________________

Contribution: □ $84/month or □ $1000 (one time payment)

□ Payment by CHQ □ Payment by Credit Card

□ VISA □ MC

Card Number: ____________________________________________

Expiration Date: ________________ CSV: ______________________

Name on Card: ____________________________________________
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