

PHILANTHROPY

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



Economy - artwork by Tad Suzuki



Greater Victoria Youth - artwork by Christine White



Learning - artwork by Alvin Hipke

How well do you know our community?

Victoria's Vital Signs[®] tells it like it is

At the Victoria Foundation's recent Vital Signs[®] launch, attendees had the unique opportunity to take an active role in the presentation of the community's report card for 2009. The primary focus of the event was learning the results of how citizens of the region graded Victoria in 11 issue areas considered critical to our quality of life.

At random intervals during the presentation, the Foundation posed seven multiple choice questions based on indicators included in this year's report. Many audience members were shocked to learn how well they actually didn't know their community.

The first question asked: "Of the 99% of Victoria households that have access to a recycling program, what % actually uses it?" Possible answers included 76%, 88% or 97%. Just over 25% of the audience got it right – it's 97%.

Another question asked: "In January 2009 there were 18,126 children age 5 and under in the CRD. How many registered child care spaces were there?" Possible answers included 5,244 or 8,793 or 11,217. Almost 50% answered incorrectly, (the answer is 5,244) which showed that many of us still have a lot to learn about what's going on in Victoria.

Included in the online Vital Signs grading survey the Foundation conducted in July and August, the Foundation learned what citizens think are the most important issues facing Greater Victoria. Things like homelessness, the cost of living, addictions, housing and community planning were identified as the top five areas of concern. The rest of the top 10 list included poverty, mental illness, sewage treatment, health care and municipal integration. Are these important to you?

By bringing local issues and opportunities to the forefront through Vital Signs, the Victoria Foundation works to bring change to our region.

One of the reasons Vital Signs has grown into such a powerful program is that it represents the community foundation difference in so many ways: the sharing of local knowledge, the deep connection to community groups and the attention to every aspect of community vitality.

The Victoria Foundation produces the Vital Signs report annually in part to broaden community awareness of issues that exist in the region. By expanding community understanding of our region's vitality, we strive to realize new connections and collaborations for positive action. This leadership role also includes ensuring that fundamental influencers from funders to municipal

governments, professional advisors and key organizations to potential supporters have a good grasp of what topics citizens feel are important to address.

As a cross-country effort, the Vital Signs program allows us to identify common issues of importance to Canada and Canadian communities.

A quick read through the Foundation's Vital Signs report will provide insight into exactly this. The report is meant to start conversations and motivate action. Get a copy and pass it on to your friends, colleagues, employees, students, neighbors, library or community centre. If you have questions, or you want to know more about the issues and organizations working in our community, we can help. Visit www.victoriafoundation.bc.ca to learn more and to take the same community knowledge quiz used at the Vital Signs launch.

Since 1936, the Victoria Foundation's permanent endowment has had the power to connect people who care with causes that matter. If you wish to make a difference in your community – one that has lasting impact, start here. Call Sandra Richardson, CEO for information at 250.381.5532. www.victoriafoundation.bc.ca



VICTORIA FOUNDATION
CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER[®]

THINK FAR-SIGHTED AND FAR-RANGING.

