

It's your city.
Tell us what you
love about it!

VICTORIA'S **VitalSigns**[®] 2011

Victoria's Vital Signs[®] is an annual report card that allows citizens to rate Victoria in 11 issue areas deemed critical to quality of life.

A catalyst to starting community conversations, this report is a proven valuable resource – used for everything from social planning to identifying philanthropic needs.

The data collected in the Vital Signs online grading survey covers all demographics – and in 2009 a separate youth-specific survey and report component was introduced.

Following in the footsteps of the Toronto Community Foundation, the Victoria Foundation initiated Victoria's Vital Signs[®] in 2006. By working with a wide range of organizations across all sectors, community foundations have a bird's eye view of the community and a comprehensive understanding of local issues.

"Vital Signs is the key to building a vital city," says Victoria Foundation CEO Sandra Richardson. "The report has become an invaluable tool for councils, philanthropists and community members. Taking the pulse of Victoria helps us to understand the challenges and opportunities we have as a city, as well as an opportunity to recognize our accomplishments."

Vital Signs[®] is part of a world-wide understanding wherein accountability and measurement are increasingly important in guiding community level decision-making and investment. Through Vital Signs[®] we recognize that the indicators we measure also influence changes in our community.

The more people who participate in the survey, the more accurate a snapshot we'll have. The Foundation encourages you to share the upcoming online grading survey with your family, friends and colleagues.

Scheduled to launch on Friday, July 5, the Victoria Foundation encourages you to take the 20-minute survey and have your say online at www.victoriafoundation.bc.ca



By understanding the connections between many issues that contribute to our quality of life – like health and recreation and getting started in a community – we can make decisions that will enhance the vitality of our region now and for the future. Photos Neil Tran

victoriafoundation.bc.ca. It's your chance to rate Victoria and its outlying communities as a place to live, work, learn and grow.

This year community foundations in 21 communities across Canada are participating in the 2011 Vital Signs program. All final reports will be released on Tuesday, Oct. 4.

"Vital Signs has become an important tool for local action in communities

across the country," says Ian Bird, President and CEO of Community Foundations of Canada. "And community foundations are seeing the impact of the data long after their reports are released."

The communities releasing 2011 Vital Signs reports include: Central Okanagan, North Okanagan, South Okanagan, Golden and District, Sunshine Coast, Powell River, Squamish, Victoria,

Calgary, Grande Prairie, Medicine Hat and Southeastern Alberta, Red Deer and District, Kingston and Area, Oakville, Hamilton, Greater Sudbury, Toronto, Mississauga, York Region, Greater Montreal, Greater Saint John.

Visit www.victoriafoundation.bc.ca starting on July 5 and help grade your city!

YOUR OPINION IS VITAL.

Victoria's Vital Signs is a community check-up conducted annually by the Victoria Foundation and community foundations across Canada.

It measures the vitality of our communities in 11 critical areas such as Health & Wellness, Environment and Standard of Living.

To compile the report, we need your input. As such, we ask you to take just a few moments to complete our easy, on-line survey.

Only with your input can we identify the issues in our community and work together to make our region better.

Please take the Vital Signs survey starting July 5th at: www.victoriafoundation.bc.ca



VICTORIA
FOUNDATION

CONNECTING PEOPLE WHO CARE
WITH CAUSES THAT MATTER[®]