

Help to build a better community:

VICTORIA'S

Take VitalSigns® survey



Victoria's Vital Signs has been called many things. Some describe it as an annual check-up. Some refer to it as a vital report card. Others say it offers a snapshot of how our community is faring in 11 key areas, such as standard of living, health and recreation, the environment, education, housing and more. These perceptions are, in fact, all correct.

Vital Signs is a collection of data about significant social and economic trends that in turn promotes awareness of community issues. Over the last four years, the report has been used by communities for social planning, by citizens and philanthropists to identify community needs and strengths, and by the Victoria Foundation to inform its grant-making and leadership activities.

So where do you fit in? Citizens of

the region are invited each year to take the Vital Signs online survey which provides them with an opportunity to assign grades in areas considered critical to quality of life. This is your opportunity to get engaged and make an impact.

"Vital Signs has become a platform for local action among a wide range of community leaders," says Sandra Richardson, Victoria Foundation CEO. "This includes governments, non-profits, philanthropists, the private sector and individual citizens."

With data collected from recognized sources, the report is designed to share important research in an engaging, reader-friendly way that is accessible to all. The report introduces citizens from all walks of life to the successes and chal-

lenges within their own community and encourages them to take action. Vital Signs is a catalyst – an opportunity to engage residents in a conversation about the vitality of their city.

Each year the success of the Vital Signs program is defined by a number of things, but four elements in particular stand out:

- **The report's ability to start conversations.** If people or organizations are moved or motivated by what they read, then they use it as a starting point for positive action.
- **How often it's passed on.** Sharing the report is encouraged! Show your friends, colleagues, employees, students, a neighbour, library or community centre, or an elected official

at any level.

- **The number of people that contact us.** The Foundation knows the issues and organizations in our community. So if you are looking for ways to make a difference, we can help.
- **Wanting to find out more...** learn about the many organizations in our community working to make a difference, and discover how you too can help.

So what are you waiting for? Go to www.victoriafoundation.bc.ca and take the survey.

The whole point is to get citizens like you involved in discussions and taking the next steps to build a better community.



Take the Vital Signs survey and get involved in making your community the best it can be!



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– Sandra Richardson, Victoria Foundation CEO

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®