



OAKVILLE
COMMUNITY
FOUNDATION
all for community.

MEDIA ADVISORY

Oakville Community Foundation to release 3rd Edition of *Vital Signs* report October 4th

Oakville, ON – On Tuesday, October 4th, 2011 the Oakville Community Foundation (OCF) is one of 22 communities across the country set to release its annual *Vital Signs* report.

In this report, we present the perspectives of numerous community leaders on three related issues, germane to a vibrant and strong Oakville: poverty, charitable giving & voluntarism, and mental health. We also share published statistics to explore the rippling effects related to each and formulate some trends to watch.

The OCF undertook two previous *Vital Signs* reports in 2008 and 2009 in order to deepen its understanding of the community and to raise urgent and critical awareness of key areas from housing to learning, from health to the environment and looked at the gaps and trends which affect the community.

PLEASE JOIN US: Date: Tuesday, October 4th, 2011
Time: 10:30 a.m. – 12:00 p.m.
Location: Sheridan College – Residence Meeting Room
1430 Trafalgar Road

Unlike previous years, in which we covered 11 indicators of community vitality, our chosen focus this year on poverty, charitable giving & voluntarism, and mental health aligns with the findings of our 2008 and 2009 *Vital Signs* reports and our recent strategic planning process.

OCF is a knowledge resource and a catalyst, bringing people and organizations together, to build and strengthen community philanthropy. The OCF receives and pools charitable gifts for endowments that benefit and strengthen the community at large by supporting all charitable sectors.

-30-

For further information contact:

Sarah McPherson. Manager, Strategic Communications & Community Events
Oakville Community Foundation sarah@theocf.org
905-844-3562 ext 302

The national *Vital Signs* project is based on Toronto's *Vital Signs*,[®] an extremely successful indicator report developed by Toronto Community Foundation, which was first published in 2001. Since expanding to the national scene in 2006, *Vital Signs* has become the platform for local action among a wide range of community leaders, including governments, not-for-profits,

philanthropists, the private sector, and individual citizens. For further details on Community Foundations Canada and the 177 organizations in Canada, visit www.cfc-fcc.ca.