



Community Foundations
of Canada Fondations
communautaires
du Canada

301-75 rue Albert Street
Ottawa ON
Canada K1P 5E7
T +1-613-236-2664
F +1-613-236-1261
info@cfc-fcc.ca
www.cfc-fcc.ca

MEDIA ADVISORY

Community Foundations to release *Vital Signs* reports on October 7

OTTAWA (Sept. 3, 2008) – Community foundations in fifteen cities and regions across Canada are releasing their annual *Vital Signs* report cards, aimed at measuring the vitality of their communities, on Tuesday October 7, 2008.

The reader-friendly report cards track quality of life in key areas such as the gap between rich and poor, health, housing, and the environment – transforming local facts and figures into research you can read on the bus. *Vital Signs* gives each community foundation, its donors, and the community-at-large valuable insight into the community's strengths, challenges and opportunities.

"The publication of the *Vital Signs* reports is the beginning, not the end, of the discussion that we hope to have with Canadians," said Monica Patten, President and CEO of Community Foundations of Canada. "With talk of a federal election now in the air, the reports can serve as a catalyst to engage Canadians in a conversation about the vitality of our communities and our country."

This year's participants are:

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| • Victoria | • Guelph & Wellington* | <i>*denotes a community releasing its first Vital Signs report</i> |
| • metro Vancouver | • Waterloo Region** | |
| • Calgary | • London* | <i>**published by The Kitchener and Waterloo Community Foundation and the Cambridge & North Dumfries Community Foundation</i> |
| • Medicine Hat | • Greater Sudbury | |
| • Red Deer | • Montreal | |
| • Ottawa | • Fredericton* | |
| • Toronto | • Greater Saint John | |
| • Oakville* | | |

Community Foundations of Canada (CFC), the national membership association for the country's 160+ community foundations, will also issue *Canada's Vital Signs*, a national report that tracks trends, shares success stories, and encourages deeper discussion and debate.

A Canadian success story

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

The *Vital Signs* success story is attracting international attention: a Brazilian *Vital Signs* was launched this spring and an Australian version is also under development.

About Community Foundations

Community foundations use their deep knowledge of community needs to connect donors to the causes and organizations that matter most to them. With more than \$2.9-billion in assets, the community foundation movement is one of Canada's largest grantmakers, providing more than \$176-million in grants last year to thousands of charities.

See www.vitalsignscanada.ca for local *Vital Signs* media contacts.

CFC Media contact

Anne-Marie McElrone
Director of Communications and Marketing
902.461.8284
amcelrone@cfc-fcc.ca