



## **NEWS RELEASE**

### **COMMUNITY FOUNDATION RELEASES VITAL SIGNS 2010 SURVEY**

Saint John, NB, August 6, 2010

The Greater Saint John Community Foundation is releasing an online survey on “Greater Saint John’s Vital Signs®” today, with an invitation to the public to “grade” our community’s quality of life. Vital Signs® is an annual community check-up conducted by sixteen Canadian community foundations. It measures the vitality of our cities, identifies significant trends, and assigns grades in at least ten areas critical to quality of life, using data compiled from many national, provincial and local sources. The survey is posted on the Community Foundation’s web-site, [www.saint-john-foundation.nb.ca](http://www.saint-john-foundation.nb.ca) or by going directly to: [www.surveymonkey.com/s/SaintJohnVitalSigns2010](http://www.surveymonkey.com/s/SaintJohnVitalSigns2010).

Until August 15, participants can "grade" selected data in 10 key areas for inclusion in the 2010 Report: Gap between Rich and Poor, Safety, Health, Learning, Housing, Getting Started, Arts and Culture, Environment, Work, and Belonging & Leadership. The survey contains data highlights from the full report, due October 5. Participants can give their input based on a one to five “Star” grading for each data set. It includes for example, seniors' poverty rates, youth employment statistics, housing starts, post-secondary education completion rates and number of physicians per population. Last year, the second year the survey was used, over three hundred respondents took part.

The Greater Saint John Community Foundation will release the fifth annual report card, Greater Saint John’s Vital Signs 2010, incorporating the results of the survey, along with a wealth of data, tips for how individuals can get involved to improve our grades, as well as local “good news” stories. The aim is to ensure that the October report has fairly, comprehensively and accurately described our community using the best information available from reliable sources.

The Foundation funds this project as a public service to highlight issues of local importance, and as a planning tool for many sectors of the community. It engaged the Saint John Human Development Council to assist in compiling the research. The Foundation’s Grants Committee uses it to guide their granting program. Coordinated nationally by Community Foundations of Canada, Vital Signs® has been lauded as a valuable measurement tool for community groups, leaders, businesses and researchers.

The Greater Saint John Community Foundation serves as a trustee for charitable, educational and cultural purposes. It administers funds given by public-spirited individuals for the benefit of the people of this area. Since 1976, the Foundation’s assets have grown to approximately \$8 M.

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*“Grants of \$5.2 Million to over 275 Saint John area charities for youth, seniors, social services, health, education, heritage, the arts and the environment since 1976”*

**For further information contact:**

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