Lancashire’s Vital Signs &
Merseyside’s Vital Signs
Launched 1 October 2013

Our Plans & Opportunities

Cathy Elliott, Chief Executive, October 2013

Community Foundation UK Participants: Berkshire, Cambridgeshire, Essex, Lancashire, Merseyside, Milton Keynes, Northern Ireland and Tyne & Wear and Northumberland

In Partnership with: Community Foundations of Canada

Supported by: UK Community Foundations
UK Vital Signs: Aims

UK Vital Signs aims to guide and inspire giving by community foundation locality to ensure thoughtful and strategic community philanthropy, sharing local voices and information, undertaken in collaboration with a number of Community Foundations in the UK.

It has been in development since 2010 with a first year launch on 1 October this year. It is based on the Canadian community foundation model started in Toronto in 2001.
Canadian Vital Signs: Mobilizing community knowledge

Vital Signs

- Community Engagement
- Strategic Priorities
- Grants
- Impact
- Public Awareness
- Donor Engagement

VitalSigns®
Community foundations taking the pulse of Canadian communities.
Vital Signs: What is it?

• A giving guide and a community philanthropy report by CF locality;

• It reports by a set 10 social themes with additional extras for a CF to add;

• It contains statistics from a national database reported by theme & area;

• It contains summaries from your area of reports & surveys;

• It contains community voices from the results of community engagement activities & consultations on issues, needs, assets and aspirations;

• It provides guidance to local philanthropists, Philanthropy Fellows and your donors on how to prioritise their giving, refresh their grant criteria or start supporting communities;

• It is published on 1 October each year with UK & Canadian participants either as a full or ‘mini’ report.

**Annual Cost:** £3,500 - £25,000 per community foundation, dependant on aims & resources. Lancashire & Merseyside’s joint budget for 2013 was £6,500 - £7,000.
UK Vital Signs: Opportunities & Benefits

1. Increase effectiveness of your grant-making, using community intelligence;

2. Better inform your donors on needs, issues & aspirations for impactful giving;

3. Provide a tool for Philanthropy Fellows for education and debate;

4. Provide community engagement opportunities to improve outreach & links;

5. Provide a new business tool to demonstrate your community as a cause;

6. Demonstrate your credibility as a community knowledge hub;

7. Provide profile raising opportunities for debate & comment;

8. Enable better and more informed connections across communities;

9. Use as a lobbing & campaigning tool, as required, backed by Vital Signs;

10. Designed & piloted by CFs, offering a toolkit to deliver your Vital Signs.
UK Vital Signs: Next Steps

2013/14 Timetable:
• 1 October 2013: Year One Launch
• November 2013: Year One Evaluation
• December 2013: CFs to sign up for Year Two
• January 2014: Year Two Planning starts with all CF participants
• 1 October 2014: Year Two Launch of first year or ‘mini’ reports
• November 2014: Year One and Year Two Evaluations

A revised UK Vital Signs Toolkit will be available for all Year Two participants from January 2014.