

# **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: 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 lobbying & 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.***