This city has a pulse. Let’s take it...

...and build on what works instead of focusing on what doesn’t.

The Calgary Foundation understands that vital communities recognize and celebrate their strengths. That awareness informs The Calgary Foundation’s work:

> as a community leader
> as a knowledgeable grant maker
> as a facilitator of donors’ charitable needs

No one person, organization, or level of government can address the challenges we face. 1,500 citizens and community partners added their voice to the engagement process of the 2011 Calgary’s Vital Signs Report.

Calgarians rated their overall quality of life:

- B+

<table>
<thead>
<tr>
<th>Key Issue Area</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>Arts &amp; Culture</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>Learning</td>
<td>B</td>
<td>B</td>
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<tr>
<td>Work</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>Environmental Sustainability</td>
<td>B-</td>
<td>C+</td>
</tr>
<tr>
<td>Food</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>Citizen Engagement</td>
<td>B</td>
<td>B-</td>
</tr>
<tr>
<td>Health &amp; Wellness</td>
<td>B-</td>
<td>B-</td>
</tr>
<tr>
<td>Financial Well-Being</td>
<td>C+</td>
<td>B+</td>
</tr>
<tr>
<td>Sustainable City</td>
<td>C+</td>
<td>C+</td>
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<tr>
<td>Getting Around</td>
<td>C</td>
<td>C</td>
</tr>
<tr>
<td>Housing</td>
<td>C+</td>
<td>C+</td>
</tr>
<tr>
<td>Aging Population</td>
<td>C+</td>
<td>C+</td>
</tr>
<tr>
<td>Neighbourhoods</td>
<td>-</td>
<td>B-</td>
</tr>
</tbody>
</table>

Behind the Grades

Getting Around C

As in previous years, this area received the lowest grade in the Report due to citizen concern about public transit access and affordability, long commute times and traffic congestion. When asked about one thing that would most improve quality of life, transportation remained the top issue.

Housing C+ Financial Well-Being B-

These two categories received better grades than 2010 reflecting the stronger economy and improved affordability of housing.

Environmental Sustainability C+

Decreased due in part to Calgarians’ continued concern with urban sprawl.

Neighbourhoods B- Aging Population C+

New issue areas for 2011’s survey, the latter receiving one of the lowest grades due to the need to reduce isolation and increase housing options for seniors.

Citizen Engagement B-

Received a fairly high grade with many comments suggesting our new Mayor’s engagement in communities as a cause for celebration.

Safety B

The highest grade given with increased police presence, a reduction in gang violence and better public transit safety listed as what’s working well in this key issue area.

What is Calgary’s Vital Signs?

Calgary’s Vital Signs is an annual community check-up conducted by The Calgary Foundation that measures the vitality of our community, identifies significant trends, and assigns grades in 12 areas critical to quality of life.

Get Behind Calgary:

Your feedback is vitally important! After reading the 2011 Calgary’s Vital Signs Report visit thecalgaryfoundation.org to have your say.

Go Behind Calgary:

Enter to WIN an exclusive “behind the scenes tour” of a charitable organization of your choice by taking the brief survey at thecalgaryfoundation.org

Grading at a Glance
In 2010, The City of Calgary’s new festival & event Policy invested $400,000 in eight local festivals and events, which included Athabasca Festival, Calgary Comic & Entertainment Expo, Choose Your Own Festival, Grant In很多朋友的推荐，以及他们提供的反馈，使得我想加入这个新成立的项目。我相信这是一个非常重要的决定，因为我期望和我的团队一起，能够推动我们大学的进一步发展。在接下来的几年中，我们将继续做出努力，来提高我们的教学质量和学术声誉。我期待着与你们所有的合作伙伴一起工作，共同实现这个目标。
We connect, collaborate, inspire...

The Calgary Foundation, established in 1955, facilitates collaborative philanthropy by making powerful connections between donors and community organizations for the long-term benefit of Calgary and surrounding area.

... and listen.
The Foundation is listening to Calgarians. We serve as a catalyst and convenor, creating a meeting place to develop partnerships and bring people together to take the pulse of Calgary.

In 2010 – 2011 The Calgary Foundation
• Received $50 million in new gifts
• Increased the asset base to $396 million
• Granted $22.2 million to 651 charitable organizations
• Established 53 new funds

The Calgary Foundation
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Community Research Partners
Calgary Arts Development
Calgary Economic Development
Calgary Health Region
Calgary Homeless Foundation
Calgary Public Library
City of Calgary, Community & Neighbourhood Services
Vital Signs Project Team

Research Sources
Alberta Health Services
Alberta Women’s Association
Calgary Board of Education
Calgary Police Commission
Canadian Broadcasting Corporation
Canada Mortgage and Housing Corporation
City of Calgary
Animal and Bird Services
Civic Campus
Calgary Public Library
Environmental & Safety Management
Fire Department
Fabric Architects
Public Safety Communications
Dempster Hieronymy
Conference Board of Canada
Menno 2011 Cost of Living Survey
RBC Economics
Statistics Canada
The City of Edmonton Planning and Development
Toronto Board of Trade 2011 Scorecard on Prosperity
United Way of Calgary and Area

The Calgary Foundation
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Calgary Alberta T2R 1J5
403-802-7700

Vital Signs is a community check-up conducted by community foundations across Canada. Vital Signs is coordinated nationally by Community Foundations of Canada.

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This year, 1,019 citizens added their voice to Calgary’s Vital Signs by assigning grades, choosing their top 3 priorities and adding their comments on things that are working well in each of the 12 key issue areas. This year they also answered questions about quality of life, happiness and connection to community. They also took the time to provide almost 9,000 comments on the 12 key issue areas.

The online survey, conducted by The Praxis Group, is based on a ‘self-selected’ respondent population. Data is accurate + or – 3% 19 times out of 20. Most market research involves much smaller samples of around 400 and a margin of error + or – 5% 19 times out of 20. Recently, a comparison of the responses from a random sample telephone survey and the online survey revealed negligible differences between the two groups. So, statistically speaking, yes, our sample does give an accurate perceptual check.

Local subject matter experts representing a wide range of Calgary organizations were consulted to identify current trends and research to ensure that the indicators used for Calgary’s Vital Signs are relevant, accurate and comprehensive. Community Foundations of Canada retained The Centre for the Study of Living Standards to undertake national research and provide additional indicator data.

Where did we get them?

There is some pretty heavy reading if you’re up for it. Where did we get them?

Vital Signs Project Team
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CREATIVE PARTNER
juice creative inc

SURVEY PARTNER
The Praxis Group

The sources for all indicators can be found at thecalgaryfoundation.org

Calgary is a great city.
But as these grades and research show, it could be even better. Making things better means everyone has to play a role. And playing that role simply means doing something new, or differently. Often, that first step sets you on a new course.

For each Key Indicator Area we’ve suggested 3 small things anyone can do to become more involved, more caring or just to get more out of life. Go ahead, try them and see where they lead you.

This report is designed to make you think about Calgary, and hopefully, make you want to speak out.

Vital Conversations is your opportunity to do so.

Hosted by The Calgary Foundation, Vital Conversations are a series of dynamic community forums, presented in partnership with Calgary Public Library, that invite you to share your experiences and discuss the issues presented in the 2011 Calgary’s Vital Signs Report. Explore your role in shaping our rapidly changing city by adding your voice at the next event...

Join in the next conversation around

Literacy
rsvp online at thecalgaryfoundation.org