

MAJOR GIFTS PLEDGE CARD

1 MY CONTACT INFORMATION

YEAR OF BIRTH*	GENDER* <input type="checkbox"/> F <input type="checkbox"/> M
WOULD YOU LIKE YOUR TAX RECEIPT EMAILED TO YOU? <input type="checkbox"/> YES <input type="checkbox"/> NO	EMAIL

*OPTIONAL

2 DECIDE HOW TO CONTRIBUTE

A I want to make the most powerful contribution possible.

Please give my gift to United Way to direct where it is needed most. _____ \$

OR

B I want to support the following United Way investment areas:

From poverty to possibility _____ \$

Healthy people, strong communities _____ \$

All that kids can be _____ \$

C Optional: Other charitable giving/donor choice – I want to support another registered Canadian charity.

A \$12 processing fee is subtracted for each designation. No minimum gift. For information on Canadian charities: <http://www.cra-arc.gc.ca/chrts-gvng/lstngs/menu-eng.html> or call 1-800-267-2384.

SPECIFY CANADIAN CHARITY _____ \$

REGISTERED CHARITY NUMBER

In order for us to process your designation accurately, you must provide us with the registered charity number.

RELEASE MY NAME TO THE CHARITY FOR RECOGNITION:

YES NO

TOTAL CAMPAIGN GIFT _____ \$

THE TOMORROW FUND

Earnings from The Tomorrow Fund allow United Way to provide sustainable, long-term support for our community that will have a lasting impact. To learn more visit www.calgaryunitedway.org or call 403-231-6444

- I have remembered United Way in my will.
- Please contact me about bequests and other ways of making a planned gift.

TAX RECEIPTS

Tax receipts are issued by Feb. 28, 2012 except for payroll donations (which are instead recorded on your T4).

3 DECIDE HOW TO GIVE

A **Payroll deduction (per pay period only), the easiest way to give!**

I authorize my employer to deduct \$ _____ per pay period for _____ pay periods, for a total donation of \$ _____ beginning January 2012 and ending December 2012.

Please provide a copy of this pledge form to your payroll department.

B **Credit Card**

One-time credit card payment \$ _____

Monthly credit card withdrawals: I authorize United Way to charge \$ _____ to my credit card each month for 12 months beginning January 15, 2012 and ending December 15, 2012, for a total donation of \$ _____

Visa MasterCard American Express _____ NAME ON CARD

_____ CARD NO. _____ EXPIRY DATE _____ / _____

C **Cheque** Total amount of gift \$ _____

Cheque (payable to United Way of Calgary and Area – please attach to pledge card)

D **Gift of Securities** Please complete the Gift of Publicly Traded Securities Transfer Form available on our website at www.calgaryunitedway.org/securities and fax to 403-410-1873 or call 403.410.2578.

4 SIGN AND DATE

(Please authorize your donation by signing below for all options)

SIGNATURE _____

DATE _____

Thank you for helping build stronger communities.

A gift of \$10,000 or more distinguishes you as a United Way Major Donor. You will be recognized by United Way in publications such as our Honour Roll.

Please print name(s) as you would like it to appear (eg. John and Jane Doe, The Doe _____)

I wish to remain anonymous.



t. 403-231-6265
f. 403-355-3135
www.calgaryunitedway.org
uway@calgaryunitedway.org

<http://www.facebook.com/calgaryunitedway>

<http://twitter.com/unitedwaycg>

Registered Charitable Organization Business Number 13022 9750 RR0001



Where is here?

Wherever people decide to make change. Change can start with two people, at a town meeting, at a board meeting, in a union meeting or in a classroom. And once it starts, it grows. As change happens, new things are possible.

Give. Volunteer. Act.

Change also starts with you. United Way is proud of its role as a leader, convener and participant in positive social change in our community – but we couldn't do it without your support. When people are inspired to come together, we make a lasting impact in our community.

UNITED WAY INVESTMENT AREAS

From poverty to possibility

- Meeting basic needs (food, shelter, employment)

Healthy people, strong communities

- Improving access to social and health-related support services
- Promoting resident and community engagement

All that kids can be

- Supporting early childhood learning and development
- Helping kids succeed and stay in school until graduation

WHY UNITED WAY?

When you invest in your community through United Way you can trust that your dollars are being strategically invested where they are needed most:

- **United Way supports a network** of over 100 human services agencies and funds more than 200 programs and services.
- United Way **brings together all areas of community** – business, government, academia, school boards and others – to address social issues at the root cause level and develop effective, long-term strategies.
- United Way's **Community Investments and Collaborations team** adds tremendous value to your donation. They develop a highly targeted investment strategy based on in-depth knowledge of social issues, extensive research, awareness of community need and an ability to identify, address and alleviate existing gaps.
- United Way **measures outcomes** in its investment areas and reports these back to donors. We have rigorous standards of excellence for performance and report outcomes annually.
- United Way brings **lasting value to agency partners**. We make multi-year funding commitments, collectively design long-term strategies for program delivery and share research. We also provide assistance to improve governance and administration practices when needed.

GIVE A GIFT OF SECURITIES

United Way accepts Gifts of Securities which can provide a greater tax benefit to you. For more information, or to download the form, visit: www.calgaryunitedway.org/securities.

THE TOMORROW FUND – A LASTING LEGACY

A gift to The Tomorrow Fund gives back for years to come. Donations to The Tomorrow Fund are combined and invested to maximize returns while preserving the capital.

Your Support Changes Lives

Results in 2010:

- More than 250,000 breakfasts, lunches and snacks were provided to children at school
- More than 275 children improved their literacy skills
- More than 2,250 children and youth developed positive mentor relationships
- More than 300 youth received employment skills support
- More than 1,145 families and individuals in crisis were helped to find stable housing
- More than 315 women were taught how to keep themselves and their children safe from violence
- More than 1,000 seniors became more engaged in their communities, reducing isolation

Please visit our website for more outcomes:

www.calgaryunitedway.org

JOIN the conversation



United Way is creating community online at "Calgary Social Voice," a blogging site dedicated to discussing, debating and sharing ideas on social issues in and around Calgary. www.calgarysocialvoice.com.

THANK YOU FOR GIVING!

In 2011, excluding sponsored events, United Way of Calgary and Area estimates fundraising & related costs to be 11% of the campaign revenue estimated at \$52 million.

DONOR PRIVACY

United Way respects your privacy. Your information is collected to administer transactions and meet donor expectations. Please see our Privacy Policy at www.calgaryunitedway.org.