



United Way
Calgary and Area

UNITING THE NEXT GENERATION



CALGARY IS YOURS TO CHANGE

BeCause is a group of young community and business leaders who are leading, educating and inspiring the next generation (20-40 year olds) of Calgary and area philanthropists.

GIVE. VOLUNTEER. ACT.

BeCause offers many opportunities for Calgarians to become more involved through three focus areas:

CHARITABLE GIVING

Whether you can give a little, or a lot, every dollar counts. Donor dollars are an enabler of social change in our community. Without them, United Way couldn't continue its work in the community or be able to create the opportunities that lead to a better city, life and future for all Calgarians.

VOLUNTEERISM

Your time is precious, making the act of volunteering invaluable, yet so rewarding. Volunteering gives a hands-on learning experience and allows you to play a role in creating a healthy and caring Calgary.

COMMUNITY AND CIVIC ENGAGEMENT

Awareness and advocacy are key elements in creating change. Voting and other forms of social activism have a measurable impact in the community. It's easy to participate in your community when you feel passionate about a cause and participating is very rewarding – even the smallest efforts can make a big difference.

HOW TO GET INVOLVED

Become a BeCause Ambassador and run a BeCause Campaign within your workplace's United Way Campaign. Be the face of this initiative in your workplace and plan and implement fun and innovative fundraising initiatives such as a road hockey or mini golf tournament, a wine raffle or collections drive – the possibilities are endless. Check out www.Because.ca to view and download the campaign toolkit or view the BeCause video.

Workplace Campaign 2011: LIP DUB VIDEO CONTEST!

BeCause is launching a lip dub contest as part of United Way's 2011 annual campaign. Why a lip dub? To highlight the work of United Way and the agencies it supports in a unique and creative way – the perfect way to engage the BeCause generation in workplaces.

Here's how it works:

In late August, BeCause will release its own lip dub, including a "how to/behind the scenes" look into the making of the video to show how fun and simple it is to create. We'll then start accepting submissions.

Check out www.Because.ca for details.



MORE WAYS TO GET INVOLVED

1. **Join us at FUNDRAISING EVENTS** like our upcoming Black & Red Bash in November 2011. Mix and mingle with your peers while making a difference in the community. Join our network at www.BeCause.ca to receive event invitations.
2. **Sign up a team for WHY?RACE**, a popular citywide team challenge that's part scavenger hunt and part obstacle course. Held in May, this is a fun, unique way to gain a better understanding of our community and promote positive social change. Visit www.BeCause.ca to view a video of the May 2011 Why?Race.
3. **Bid with us at TIMERAISER**, a silent auction where guests bid on incredible pieces of local art. What makes Timeraiser unique? Auction-goers bid with volunteer hours rather than money! Find out more about Timeraiser at www.BeCause.ca.
4. **Take part in a United Way POVERTY SIMULATION**, a dynamic experience that gives participants an eye-opening, impactful glimpse into the challenges faced by Calgarians living in poverty. Visit www.calgaryunitedway.org for more information.
5. **Focus on our URBAN EXPOSURE PROJECT**. Once a year a group of amateur photographers are provided with in-depth knowledge about a local social issue and are asked to capture their point of view in photographs, which are ultimately put on exhibit for the public. Contact us to host the traveling version of the 2011 Urban Exposure Project during your workplace campaign.
6. **Meet up with us at SOCIAL CONNECT**, where like-minded individuals interested in learning about and discussing community social issues meet in a peer forum. The perfect opportunity to engage in social discussion, foster your community connection and expand your network. Visit www.BeCause.ca for more information.
7. **Follow the progress of the BeCause DESIGN TABLE**, a collaborative, multi-stakeholder project that's using Design Thinking methodology to develop a solution to the issue of disconnected or 'Un-Plugged' youth in Calgary. Visit www.BeCause.ca for more information.

For more information contact **MORGAN FALLOW**:
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because
a united way initiative

Change starts here.

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