



# 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](http://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](http://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](http://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](http://www.calgaryunitedway.org).