



WHY UNITED WAY?

BUILDING A BETTER LIFE FOR *EVERYONE*

A strong, supported, resilient city benefits all of us. Every day, United Way of Calgary and Area has a profound impact on our community by ensuring an essential network of programs and services that work together to achieve lasting, positive change. No other organization has the same breadth, depth, reach and history of making such a profound difference in the lives of others.

DID YOU KNOW?

Next to government, United Way is the largest funder of the voluntary sector and social services in Canada, raising upwards of \$480 million each year to improve the social conditions of Canadians.

WHAT WE DO

INVEST IN HUMAN SERVICES

We invest in a community support network of more than 100 human service agencies that deliver more than 200 critical, prevention-based programs and initiatives that improve lives and strengthen the community.

BRING LASTING VALUE TO AGENCY PARTNERS

We make multi-year funding commitments, collectively design long-term strategies for program delivery, share research and provide assistance to improve governance and administration practices.

RESEARCH

Our *Community Investments & Collaborations* team researches and investigates the root causes of our most challenging social issues in order to develop strategies that ensure lasting change.

BRING TOGETHER

We partner with the community – school boards, governments, academia, unions, business leaders, neighbourhood residents and others – to ensure coordinated, collaborative action and develop local solutions. By working together, we make the greatest difference.

ADVOCATE

We have become a trusted voice for the community to influence and shift public attitudes, policies and systems.

EVALUATE

Our planning and investment decisions must achieve positive change and we must understand the impact of our investments. United Way regularly evaluates the programs and initiatives we fund and analyze our investment results.

"I see United Way as my trusted philanthropic advisor. Just as a professional financial advisor is able to help me make the best investment decisions in the stock market, United Way is able to make the best decisions about where to invest my money in the community."

Linda Hohol, 2006 Campaign
Co-Chair and 2009-2010 Board Chair



WHY UNITED WAY?

MORE THAN A FUNDRAISER

Up until 2000, United Way primarily raised and distributed funds to local agencies whose programs and services worked to improve social conditions.

As our community and its needs grew and became more complex, we recognized a need to develop innovative ways to achieve longer-term results. Today, United Way is a community impact organization and a convener for collaborative action aimed at improving lives and building extraordinary communities.

“Your support helps this community work more effectively to improve social conditions by enabling us to bring all sectors to the table to define and address major social problems in a collaborative and coordinated way. This ability to capitalize on the relationships we have and convene community, government, corporate and not-for-profit partners enables us to bring a nimble approach to addressing our community’s problems in ways no single organization or institution could do alone.”

Ruth Ramsden-Wood, President,
United Way of Calgary and Area

ADDING VALUE TO YOUR DONATION

To achieve long-term, sustainable change we rely on four strategies:

1. Focus on underlying causes and solutions
2. Influence policy, practice and systems
3. Collaborate and coordinate with all community sectors
4. Engage community resources in new and innovative ways

To develop, implement, guide and evaluate strategies we rely on our *Community Investments & Collaborations* team. They undertake extensive research on an ongoing basis, have an unparalleled awareness of community needs and have the ability to identify, address and alleviate ‘gaps’ in access, policy and systems. Their expertise ensures funds and resources are strategically targeted to achieve maximum impact in the community in the short and long-term.

Change starts here.