

Hope in Hard Times *A Where-to-Turn Guide for Calgarians*

Calgary, Alberta - October, 14th, 2009- United Way is working to make sure Calgarians are getting the help they need during these uncertain economic times. Today, close to 10,000 Hope in Hard Times guides have been distributed through out the city. The guide has been distributed to banks, public libraries, and government and social agencies.

Hope in Hard Times is a where-to-turn guide for those who have recently lost their jobs or are experiencing financial difficulty. The need for this practical, hands-on tool was recognized in United Way's Resiliency Report. Hope in Hard Times provides examples and tools for budgeting, communication with creditors, networking and building resumes and cover letters.

"We are extremely pleased with the response and success from Hope in Hard Times. Many Calgarians have faced new challenges this year and this guide offers them hope," says Ruth Ramsden-Wood, President of United Way of Calgary and Area. "It shows them a pathway out, and how they can make it happen."

United Way's community partners have had tremendous success using Hope in Hard Times:

- "Hope for Hard Times is such a wonderful takeaway. It's very practical, having it in front of you helps work through the 'what's next?' in the days to come. It's helping people deal with unexpected changes. When you've always been gainfully employed, you may never have had to consider what to cut back on and what are real necessities," Michelle Wickerson, Distress Centre Calgary.
- "Hope in Hard Times is more than just phone numbers – it is a practical resource that invites people to begin to hope again," Corinne Bergstrom, Boys and Girls Club of Calgary.

United Way has also developed a one page money management resource guide, as a companion to Hope in Hard Times. Managing Your Money in Hard Times includes general information and on-line links to agencies like Momentum and the Women's Institute for Financial Education, as well as the Canadian Banking Association and the Government of Alberta.

For more information on these tools please visit www.calgaryunitedway.org
Interviews from United Way and its partners are available

Media Contact:

Kate Smitko, Media Relations Specialist

Direct: (403) 410-1835

Cell: (403) 836-0162

Kate.smitko@calgaryunitedway.org