

## Incredible Calgarians

*United Way announces its 2011 campaign achievement*

**January 18, 2012 – Calgary, AB** – Calgarians came together to help United Way reach a record fundraising goal. The 2011 fundraising campaign is proof that a community coming together can spark change and make a difference. This year's remarkable \$54M was raised thanks to the dedication and generosity of United Way volunteers, partnering agencies and donors all across the city and in neighbouring communities.

"The success of this year's campaign is something to be celebrated by our entire community," shares Sue Riddell Rose, CEO of Perpetual Energy and United Way's 2011 Campaign Co-Chair, along with John Manzoni, CEO of Talisman Energy.

"It was amazing to see the energy of this year's campaign. Companies and individuals were creative in engaging their friends, family members and colleagues to give back to their community and be a part of making a lasting difference. Engagement from Calgary's next generation of philanthropists sparked new creative approaches, from a polar bear dip to achieving a Guinness World Record for the greatest number of people dressed up as Superman – these activities reaffirm the changing face of our campaign," she adds.

The achievement surpassed the goal of \$52.9M that was set in September, which is more than a 4% increase from our 2010 achievement.

In September, more than 1000 community members came together to kick off the annual United Way campaign. The campaign wrapped up on December 31, 2011, and donations continued to come in the door right up to the last hour.

"The success represents an increased level of philanthropy in an already very caring community," says Heather MacDonald, Acting President of United Way of Calgary and Area. "It provides for a much-needed community investment that will address the needs in our city and make our communities that much stronger."

According to MacDonald, bringing people together to strengthen our community from the ground up is what United Way is all about. "United Way does so much more than raise funds. We are a convener, a catalyst for social impact in our community and a leader in engaging Calgarians in issues that matter to them. With the support of Calgarians, we are helping those most in need and addressing underlying root causes of social issues in our city."

"It was our community that raised these funds and our entire community will be stronger because of this outstanding accomplishment," says MacDonald. "Change starts when we work together. Change starts here."

In 2012, United Way will continue its community investment focus on helping individuals and families move from a life of poverty to one full of possibilities, ensure all children have the opportunity to be all they can be, and build strong, supportive communities.

For more information on United Way's work in the community log onto [www.calgaryunitedway.org](http://www.calgaryunitedway.org)



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