



Media

Release

For immediate release

United Way is taking action for Canada 150+ and Calgary!

CALGARY, AB –“United Way is using Mayor Nenshi’s 3 Things for Canada opportunity to honour our nation’s past, celebrate our community, and look ahead to what we can create together in the next 150 years,” said Karen Young, President and CEO of United Way of Calgary and Area.

To honour the truth of Canada’s history, and move forward in a positive way, United Way is working together with local Indigenous Elders and community partners to develop a strategy that focuses on Indigenous alignment within United Way and healing and reconciliation in our community. “United Way’s Natoon’i Indigenous Healing and Well-Being Initiative adopts a healing approach to address the challenges facing Indigenous people in our city,” said Daisy Giroux, Indigenous Strategy Lead.

Secondly, United Way is focusing on building strong neighbourhoods by encouraging, supporting and, in some cases, funding, citizen-led “acts of neighbourliness” to mark Canada 150+. “Our goal is these citizen-led actions will bring people, organizations, and businesses together to create positive, lasting community change,” said Cesar Cala, Partnerships Lead, Community Impact at United Way.

Finally, United Way is encouraging Calgarians to make a \$150 donation (or the amount of their choice) to Tomorrow Fund, a legacy investment fund, in honour of a family member, neighbour, or friend, to help build a strong Calgary for the next 150 years. To learn more about this fund or to contribute, Calgarians can visit the Tomorrow Fund / Canada 150 Giveeffects page at [[insert link here](#)]

About United Way of Calgary and Area

United Way has been a critical part of the Calgary community for over 75 years. The organization supports programs, initiatives, and services in the Calgary area, impacting over 178, 771 Calgarians in 2016 alone. United Way addresses root causes of critical social issues by measuring impact to improve lives across Calgary. See more information on our work at www.calgaryunitedway.org.

- 30 -

CONTACT INFORMATION:

Earl Goodwin, Senior Communications Officer,
United Way of Calgary and Area
403-231-6275
earl.goodwin@calgaryunitedway.org

