

# #BE~~HEART~~**UNITED**

Help us change these stats  
and improve lives.



**189,000**

Calgarians live below  
the poverty line



**1 IN 5**

kids in Calgary do  
not complete high  
school on time



**1 IN 3**

Calgarians don't feel  
like they belong in  
their community.

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Thanks to donors like you,  
more than

**150,000**

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local people are helped every year.

We collaborate with local  
organizations to find new approaches  
to social issues and care for the most  
vulnerable in our community.

Together, we can create ripples  
of positive impact in our  
community that swell to  
waves of change.

**FROM FOSTER  
HOMES TO  
FOSTERING  
HOPE**



IMPROVE LOCAL LIVES.  
**GIVE TODAY.**

[calgaryunitedway.org/donate](http://calgaryunitedway.org/donate)



**United Way**  
Calgary and Area



# UNITED, WE MAKE THE BIGGEST DIFFERENCE.

Dez grew up in the foster care system. Her foster family considered showers and hairbrushes a luxury, and some days she was only given one meal.

At the age of 17, Dez became homeless. She tried going to shelters but was turned away because she wasn't 18 yet. She experienced abuse and violence on the streets, and found herself sleeping under bridges to stay safe.

One day, Dez decided to visit a United Way-supported facility helping homeless and at-risk youth. Determined to get out of homelessness, Dez signed up for all the available programs.

Today, Dez is a 25-year-old woman on her way to starting her bachelor of child studies. She is determined to use her life experience and her education to help homeless youth rebuild their lives.



Read more  
about Dez's  
story here:



## HELP LOCAL PEOPLE THRIVE

**\$12<sup>50</sup>**/month  
= **\$150**/year

Provides formula  
or diapers for  
six infants



**\$50**/month  
= **\$600**/year

Provides four  
sessions of trauma  
counselling for  
frontline staff



**\$100**/month  
= **\$1,200**/year

Provides a damage  
deposit for a family  
transitioning out of  
homelessness.

## THE MORE YOU GIVE, THE MORE YOU GET BACK

Giving to United Way helps the most vulnerable in your community and offers valuable tax benefits.

TAX BENEFITS	CORE DONORS \$1 - \$1,199	LEADERSHIP DONORS \$1,200 - \$9,999		
Annual Donation	\$120	\$600	\$1,200	\$5,000
Alberta Tax Credit	\$12	\$104	\$230	\$1,028
Federal Tax Credit	\$18	\$146	\$320	\$1,422
Cost After Tax	\$90	\$350	\$650	\$2,550

\*These examples are based on an annual taxable income of less than \$216,511.  
Please consult a financial advisor to learn more.

We are proud to have one  
of the lowest fundraising  
costs in Canada.

United Way of Calgary and Area estimates fundraising and related operating costs to be 13% - 15%.

For a detailed breakdown,  
please visit [calgaryunitedway.org/financials](http://calgaryunitedway.org/financials).