

United We Can.

Support Calgarians. Build a Stronger Community.



United Way
Calgary and Area



A City on Track for Two Million People Needs a Stronger Social Safety Net.

Growth Brings Opportunity. It Also Brings Greater Need.

More Calgarians than ever are reaching out for help, many for the first time.

As costs rise and systems strain, challenges that were once manageable are becoming overwhelming. Bills are harder to pay. Supports are harder to find. And for too many, the path forward is becoming harder to see.



This is the reality facing Calgary's social sector: growing demand, shrinking capacity and a system struggling to keep pace.

When programs and services aren't connected or operate in isolation, people are left to navigate complex challenges on their own. When partners align around shared outcomes, support reaches people faster, more effectively and with lasting impact.

That's where United Way of Calgary and Area comes in.

With your support, we fund critical services and strengthen the social safety net so Calgarians get the right help when and where they need it most.

What We Do and Why it Works

United Way of Calgary and Area Strengthens the Social Safety Net That Supports Calgarians.

United Way was born from a bold idea: when we work together, we can make a greater difference than any one group can achieve alone. Today that same vision rings true because issues affecting Calgarians are complex and ever changing. It's why we invest in local agencies and social support organizations to swiftly respond to urgent needs and implement preventative strategies.

We take a three-pronged approach to social impact:

1

Collaborative Solutions

We bring partners together across social service sectors to address root causes such as poverty, isolation and inequity.

2

Local Investments

We fund front-line agencies and programs so Calgarians:

- Can meet their basic needs.
- Can access critical services and mental health supports.
- Feel safe in their relationships and homes.
- Are given the opportunity to thrive, not just survive.

3

Bold Initiatives

We launch initiatives that address complex social needs:

- **All In for Youth** is focused on helping youth stay in school, graduate and transition successfully into adulthood.
- **Community Hubs** facilitates welcoming neighbourhood spaces that connect residents to a variety of support services that foster healthy relationships.
- **Healthy Aging Alberta** is a province-wide network that supports older adults by coordinating organizational efforts that elevate the services offered for aging Albertans.
- **Planet Youth Calgary** is an evidence-based, community-driven initiative that makes our city a place where all young people can thrive.



Why United Way? Why Now?

United Way Sits at the Centre of Calgary's Social Sector.

We bring together agencies, governments, researchers and partners to solve Calgary's most pressing social challenges.

We are:

- ----- **A trusted funder**—in community solutions
- ----- **A proven partner**—recognized nationally for our transparency and outcomes
- ----- **A leader in urgent issues and prevention**—responding to immediate needs and investing in long-term change
- ----- **A connector**—linking needs with resources
- ----- **A partner for corporations**—mobilizing corporate Calgary to engage organizations and inspire collective action

Our strength is in our connections. When you give to United Way, you join a trusted network of partners, all working together to improve local lives.

United Way is proud to be recognized as a **Top 100 Charity** by Charity Intelligence⁵, an independent organization that evaluates charities across Canada on factors like financial transparency and cents to the cause.



What Your Gift Makes Possible

Your gift turns crisis into stability and creates a path forward.

It can mean someone's fresh start. It can mean access to supports and the confidence that they aren't facing challenges alone—at a time when it matters the most.

You're helping create lasting change and new possibilities for the future.



Socioeconomic well-being—helping Calgarians overcome poverty and meet their basic needs.



Mental health—working to improve the mental health of Calgarians.



Healthy relationships—fostering healthy relationships to decrease domestic violence for Calgarians.



Social inclusion—connecting Calgarians to their communities; creating a city where everyone belongs.

With your support, we connect more than **270,000 people** every year in Calgary and the surrounding area to programs and services.

Your Return on Investment: The Change YOU Make

For You:

- You're part of a movement to create real, measurable change in your city.
- Your gift is leveraged and multiplied through matching programs, partnerships and collaboration.
- You have confidence in where your dollars go and the difference they make.
- You're connected with like-minded people through our affinity groups such as GenNEXT and Women United.

For Our Community:

- Our kids receive the necessary support to successfully transition into adulthood.
- Our neighbours aren't worried about affording their next meal.
- Our citizens feel safer in their homes.

For United Way and Our Partners:

- We scale what works using data and evaluation to maximize outcomes.
- We act fast in a crisis—and stay for the long term.

What We Can Prove: Evidence-Based Transformation

At United Way, impact isn't assumed. It's measured.

90% of people accessing United Way-funded programs report **an improved quality of life**. This could mean that a young person stayed in school, a family remained housed or someone got the support they needed before a crisis became something more.

Research shows that for every \$1 funded in social services, there is a corresponding **\$2-to-\$6 return on economic and social value**.⁶

The goal is a social safety net that supports people earlier and more effectively.

**The Time
to Act
is Now**

Every day, more Calgarians are falling through the cracks: facing poverty, hunger, isolation and mental health issues. But united, we can change that.

Calgarians are known for their generosity. We come together when times are hard, and our innovative outlook and open-hearted mindset allow us to think big on the challenging issues in front of us.

Every year, United Way of Calgary and Area works to raise **\$50 million+** to support our communities. As demand grows and costs rise, reaching and surpassing that goal is more important than ever.

Now is the moment to act.

**You can help improve lives in Calgary.
The need is urgent. United, we can meet it.**

Every Gift is a Catalyst for Change

You can give in many ways:

- One-time or monthly gift
- Gift of securities
- Planned Giving

Your Level. Your Impact.

No matter what you give, your donation sparks change.

Core Donor

a gift
under \$1,200/year

Every gift helps ensure Calgarians can access the essentials: food, mental health support and community connection.

Your gift puts critical resources directly into the hands of Calgarians who need them most.

Leader Donor

starting at
\$100/month or \$1,200/year

Your investment funds the front-line agencies and programs that keep Calgary's social support system running.

At this level, your gift helps sustain the organizations that Calgarians depend on every day.

Major Donor

starting at
\$10,000+/year

Your partnership drives systems-level change: scaling what works, closing gaps and building a stronger social infrastructure for Calgary.

At this level, your gift doesn't simply fund change: it leads it.



Matching Programs:

First time donor, or planning to increase your gift? Many gifts qualify for a 1:1 match, maximizing your impact.

Scan to learn more:



Tax Benefits:

Alberta offers some of the best charitable tax incentives in Canada.

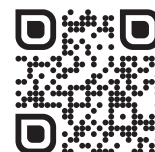
Scan to see how your gift gives back at tax time:



Gift of Securities:

You can minimize your capital gains tax by donating publicly traded securities of \$1,000 or more.

Scan to learn more:

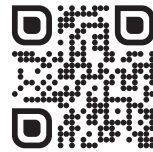


**United, we can
create greater
opportunities
for everyone.**

Ready to Make a Difference?

Give today: calgaryunitedway.org/donate

Or scan here:



Connect with us:

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References:

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- 6 Imagine Canada. (2024). About the Sector. Retrieved from <https://imaginecanada.ca/en/About-the-sector>

Our Privacy Promise: Your support is very important to us. We value your privacy, and we will not sell or trade your name with other organizations. Charitable #13022 9750 RR0001. This year, United Way of Calgary and Area aims to match last year's fundraising success, with a goal of surpassing \$50 million to support our community. It will cost approximately 14% to 16% of the total to raise this, well below the Canada Revenue Agency's acceptable level of 35%. The funds from this campaign will support the greatest needs or will be used as directed by the donor. For further information, please contact United Way at (403) 231-6265 or planned.giving@calgaryunitedway.org.