

United We Can

Build the Workplace Culture You Want.
Build the City We Need.



Giving Back Brings People Together. That's Good for Business.

A vibrant workforce and a flourishing community go hand in hand.

When employees are inspired by a purpose that reaches beyond their daily roles, engagement rises and workplace culture grows stronger. A United Way workplace campaign empowers employees to unite around a meaningful cause, take pride in working for a company that gives back and celebrate real local impact together.



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

We fund critical human and social services across Calgary, strengthening the system that ensures Calgarians get the right help when and where they need it most. From mental health and social inclusion to healthy relationships and economic stability, our strength is in our connections.

We do the heavy lifting on evaluation and impact so you do not have to.
A United Way partnership gives your organization a credible, locally rooted way to act on what matters most to your people.

A Community Decision that Makes Business Sense.

The value of a United Way partnership extends beyond philanthropy.

Our employee giving campaigns create genuine returns across culture, talent and reputation, and those returns grow stronger over time. United Way is a charitable organization whose sole purpose is community impact. Every dollar stays local and goes where the need is greatest.



A United Way Partnership Helps You...



Build a Stronger Workplace Culture

- Connect teams and departments
- Create shared purpose and pride
- Break down silos, especially in hybrid work



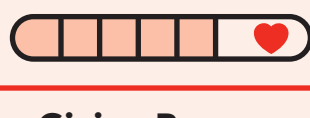
Engage and Retain Your People

- Motivate employees to work for companies that give back
- Build belonging and connection
- Create leadership and development opportunities across all levels



Enhance Your Brand and Reputation

- Show meaningful, local impact in Calgary
- Strengthen CSR with a recognized partner
- Elevate your brand through storytelling and recognition



Run a Seamless Giving Program

- Tailor campaigns with expert support
- Share flexible, employee-driven ways to give and get involved
- Access real-time reporting, easy giving tools and personalized content through Engage, our online platform

What Moves Calgary's Workforce

Knowing why employees give is one thing. Building a giving campaign that delivers is another.

For more than 85 years, United Way has partnered with corporations across Calgary. **Each year, over 500 workplace campaigns support people across our city.**



Corporate Gift & Employee Matching

Give as a company, engage your employees or do both.

Invest in Calgary's most pressing needs and double or triple your impact through employee matching.



Affinity Groups

Engage employees with Calgary's next generation of leaders through mentorship and community leadership.

Professional experiences aligned to passions: Women United, GenNEXT, NEXT Leadership Program and Employee Resource Groups.



Workplace Campaign

Connect employees to local impact through payroll giving, donations and meaningful engagement opportunities.

Seamless campaigns through the Engage platform, with real-time engagement, reporting and a dedicated Corporate Account Manager.



Campaign Associate Program

Build leadership capacity through a 16-to-18-week United Way secondment program.

An alternative \$20,000 sponsorship option is available.



Sponsorship

Align with initiatives and partnerships that demonstrate your commitment to Calgary.

Brand visibility, storytelling and community touchpoints.

Events and Recognition

Galvanize culture, bring your values to life and celebrate your people.

From engagement events like Plane Pull and Days of Caring, to recognition at the Community Impact Awards.

What We Can Achieve Together

Support reaches Calgarians more effectively when there is alignment around shared outcomes.

With your help, **we connect more than 270,000 people every year in Calgary** and the surrounding area to programs and services when and where they are needed.

More youth who succeed

Young people access the programs and support to complete school and build a future.

More families who are safe

Families facing instability in areas such as basic needs, domestic violence and more access essential supports and greater stability.

More people with stable ground

Calgarians facing poverty, isolation or mental health challenges are connected to services that reduce immediate pressure and build resilience over time.

A more connected city

Communities where people feel like they belong are supported and can contribute—which benefits Calgary's social fabric and its economy.



**United, We Can
Build Stronger
Organizations and
a Stronger Calgary.**

Ready to Lead?

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References:

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2 Qualtrics. How to Build a Positive Work Culture. Retrieved from <https://www.qualtrics.com/experience-management/employee/positive-work-culture/>

3 Gartner, cited in Deloitte Human Capital Trends (2021). The Evolving Employer-Employee Relationship. Retrieved from <https://www.deloitte.com/us/en/insights/topics/talent/human-capital-trends/2021/the-evolving-employer-employee-relationship.html>

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.