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**THE NEED IS GREAT
BUT YOU'RE
GREATER**

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Rise to the Challenge

Nothing brings us together like a challenge. That's what we love about this community. People in the Alberta Capital Region face adversity head on. You step up and help out, wherever and whenever it's needed. This kind of spirit and tenacity is what makes us proud to lead the 2016/17 United Way Campaign.

We are inspired by people, just like you, who want to make a difference right here at home, in your community. And that's exactly what you do when you support United Way.

In this amazing community, what stands out most is **our strength, determination and true grit.**

When others in our province are going through tough times, we rise up to make sure they get back on their feet. And, when the people of our own community face some of life's most personal, pervasive struggles, we rally around them. We don't back down – not until everyone is taken care of. That's just how we roll.

And today, families, friends, colleagues and neighbours need us. Right here. Right now. Let's show them how we can work together to change lives.

The need is great... but you're greater... Let's Give'r!



Sarah Chan & Tom Redl



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2016/17 Campaign Co-Chairs
Sarah Chan & Tom Redl

A Chance to Change – Tim’s story

*Tim was 13 when the trouble started. He was missing school, his grades were poor and he was at risk of being drawn into crime and gang activity.

Then, thanks to United Way donors, just like you, Tim got the support he needed.

Tim’s youth worker learned that he was missing school to look after his two younger siblings. Through program support, alternative child care was made possible. Tim attended more classes, got involved in positive after-school activities, made new friends and his grades improved.

Tim’s youth worker still remembers that day when Tim said: “There’s all these people trying to help me. I want to change.” And the change was dramatic.

Tim has since graduated from high school and now has a full-time job. He has plans for post-secondary and wants to pursue a career as a social worker or police officer, so he can pay forward the help he received – the help you gave.

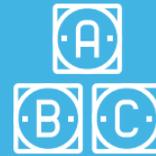
Tim’s name has been changed to protect his privacy*

One-third of young children in our community lack the basic skills to begin school, many face challenges through their development years and too many kids aren’t graduating. In fact, **25% in our region do not complete high school within five years.**
The need is great... but you’re GREATER!

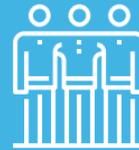
Celebrate with us! As part of our 75th anniversary, we’re offering a special giving level of \$750, please consider giving a commemorative gift.



Thanks to you:



2,100 Kid Kits were provided to parents to help their children develop early literacy and fine motor skills, so they are ready for school.



2,200 children and youth had volunteer in-school mentors, providing guidance that helped them get involved in positive activities, do better in school and work toward graduation.



12,400 backpacks full of school supplies were provided to children in low-income families, making sure they had all the essentials to start the school year.

An Independent Woman – Elaine’s story

The abuse was physical and emotional, and he controlled all the finances. After many years, Elaine finally made the difficult decision to leave her abusive husband.

She left with nothing...not a penny.

Elaine applied for welfare and accessed Edmonton’s Food Bank. Hoping to begin healing, she found a drop-in group with other women who escaped abusive relationships. It was here that she learned about Empower U, a financial literacy program supported by United Way.

Her life began to change. In addition to learning how to manage and grow her finances, she took classes on employment preparation and personal growth, and counsellors helped her find work.

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Be an Everyday Hero! Join hundreds of people who gave a dollar a day, and help people living right here, in your community.
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Today, Elaine is a licensed financial professional, coaching and mentoring others to reach their financial goals and dreams. And, she’s an active volunteer helping women and children fleeing domestic violence.

Thanks to United Way donors, Elaine is an independent woman, freely giving back to the community who helped her when she was at her lowest.

Economic challenges, natural disasters and a jump in our population. Before it all happened, there were already **120,000 people living in poverty in our region**. Now more families are struggling, many making difficult choices between paying the rent and putting food on the table. In fact, this past year **there was a near 10% increase in households receiving social assistance.**

The need is great... but you’re GREATER!



Thanks to you:



47,000 people were able to put food on the table with nutritional hampers from Edmonton and area Food Banks.



Volunteers helped families access **\$6 million** in tax refunds, credits and child benefits through their annual tax returns.



8,000 people received a warm coat to get them through the winter from the Coats for Kids and Families program.

We Need to Stop Stigmatizing – Ron's story

He sat there, a rum and coke in one hand, and a revolver in the other, ready to pull the trigger and end his life.

Ron Campbell was suicidal. He was sabotaging his own life and his family's, so no one would miss him when he was gone. But Ron got the help he needed before it was too late - but so many do not.

Newly retired, Ron now dedicates his life to talking about PTSD and other mental illnesses, any chance he gets.

For 24 years, Ron worked in various departments of the RCMP. He was an expert in crisis negotiation and mediation. He was no stranger to high-stress and often violent situations, including one where his colleague and friend was killed in the line of duty.

He also saw the darkest sides of poverty in his day-to-day work, because in many cases, the people he was called out to help were

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Lead the way! Join more than 3,000 of your community members who give at the Leadership level of \$1,200 - \$10,000.
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living in it – and they were desperate.

“We can be productive, we're not broken toys,” he explains.

“We need to stop stigmatizing and start helping those who need it.” Ron is committed to a healthier, stronger community and feels that everyone, regardless of income, should have access to mental health care and support.

Stress is a part of life. But a life in poverty is full of stress. This can lead to family struggles, abuse, and even addiction and crime. As families and individuals try to find their way out, toward a better life, it takes a tough toll that's physical, emotional and mental. **Each year, over 500,000 Albertans access at least one mental health service.**
The need is great... but you're GREATER!



Thanks to you:



650 people got help through a newly launched drop-in, single session counselling service.



12,500 individuals in crisis or distress received the immediate help they needed through The Distress Line, On-Line Crisis Chat and the Senior's Abuse Help Line.



Over 5,000 newcomers with limited or no English, received interpretive services to help them navigate essential services like: medical, education, and legal.



Our Promise

Helping people. Changing lives. Making every contribution count.

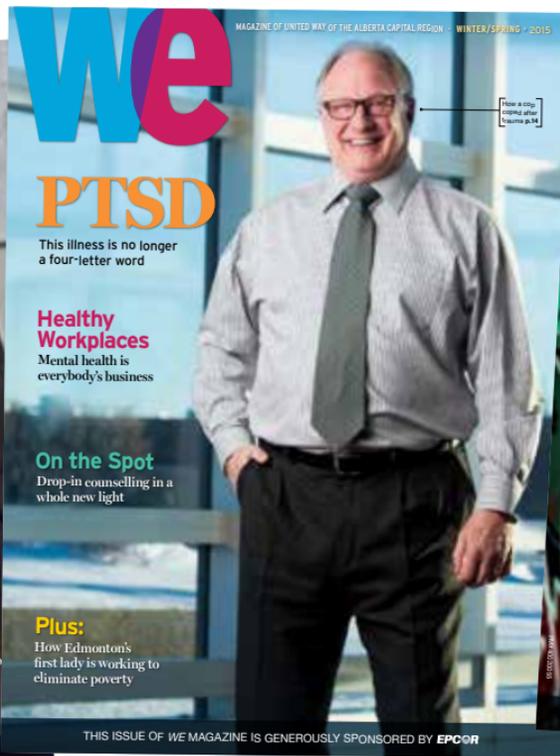
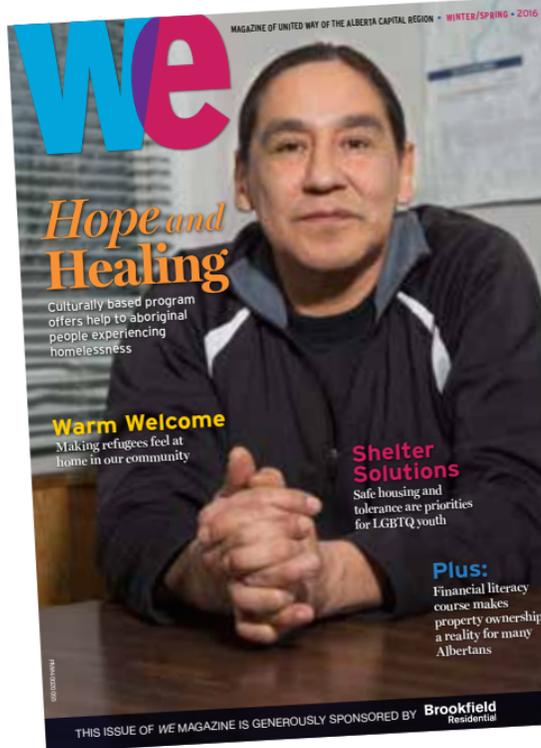
We know that helping people locally matters to you. That's why United Way ensures your donation is helping families, neighbours and friends in your community.

And to make the biggest difference possible, you need all the right connections. United Way works with over 50 funded partners delivering more than 100 programs – all to help local families and individuals struggling in poverty.

This means your United Way donation goes farther and wider than any other charitable investment you can make!

Together, we're helping **children succeed through their school years** and onto graduation. We're helping families **build lives of independence** and **financial stability**; and we're helping people **overcome some of life's most challenging personal struggles**.

When you give to United Way, it's because you want to make a contribution that counts. It's important for you to know where your money is being invested and who it helps. This is why we set clear targets, share timely results and show how your donation has the greatest impact where it's needed most.



To find out how lives are being changed every day in the Capital Region, subscribe to get your copy of **WE magazine** and visit wemagazine.ca.

PLEASE GIVE'R

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myunitedway.ca



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