



# Setting the Pace

## 2017 Impact Report

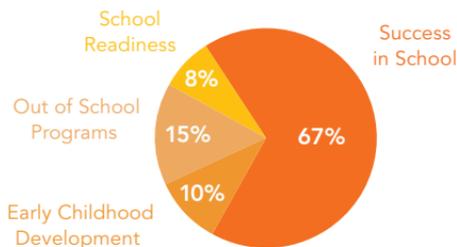
Thanks to your support, in 2016 United Way of the Alberta Capital Region raised \$26.3 million. These funds were strategically invested to make the greatest impact possible for local families who are living in poverty.

This report reflects those investments and shares projections of the impact we expect to see in the community by the end of 2017.



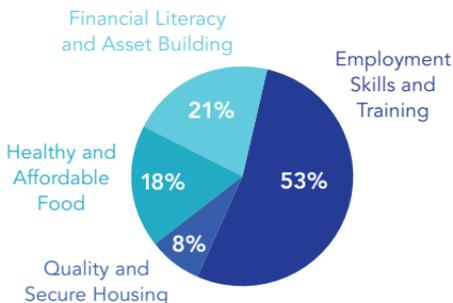
### Education

Over **57,000 children and youth** will get the support needed to succeed in school and work toward reaching their full potential.



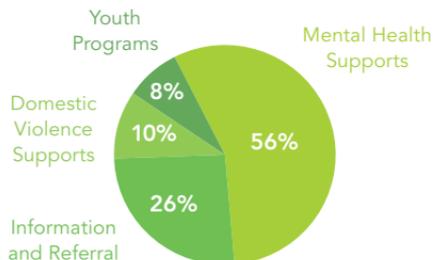
### Income

Nearly **63,000 community members** living in low income, including people experiencing homelessness, will receive help to build financial stability and independence.



### Wellness

More than **98,000 community members** will get support to deal with personal challenges and family struggles, and benefit from healthier, safer communities.



# Scorecard Progress

In 2014, United Way released an Impact Scorecard outlining five strategies and specific targets to help 22,000 people in our community over a three-year timeframe. Based on targeted investments and impact projections, we're pleased to share final results.

## 1. The Early Years

Helping parents connect with mentors and supports that build valuable skills and meet the developmental needs of their newborns, infants and toddlers.

2017 Target 2,500

Goal exceeded!

2,843

## 2. Success in School

Providing mentors, success coaches and healthy nutrition for children and youth, and support for parents of students who are struggling.

2017 Target 1,750

Goal exceeded!

2,500

## 3. Managing Finances

Supporting people living in low income to get better access to benefits and subsidy programs, and build money management skills through financial literacy training.

2017 Target 10,000 Access to Benefits Goal exceeded!

10,993

2017 Target 1,000 Managing Finances Goal exceeded!

2,104

## 4. Employment\*

Helping people to build job skills and prepare them to take advantage of employment opportunities.

2017 Target 1,000

910 to go

90

*\*Economic downturn led to reduced placement opportunities with local employers.*

## 5. Mental Health

Providing community members with access to mental health counselling, walk-in services and distress line support.

2017 Target 5,600

Goal exceeded!

5,713

Thanks to your support, by the end of 2017, we will have helped **24,243 more people** in these five targeted areas. The targets have inspired giving and our efforts in all of the areas will continue. In 2017, we will review priorities and determine new targets for future community impact.