

opportunities together We act everyone results community healthy
teach better kids engagement
help here respect lasting build jobs
healthy jobs give people work independence kids future
engagement opportunities everyone volunteer
act we together respect local potential partner
us **change starts here**
impact we people access community give
future improve local united opportunities all improve
teach healthy jobs



United Way
Alberta Capital Region



**changing
lives**

What does it take to make a lasting difference for our community? The kind of difference that impacts the most pressing social issues we see and feel each and every day.

It's a big question about a big picture challenge but it starts with something so simple. It takes a choice – one to become part of a meaningful approach where members of our community work together to create opportunities for better lives for everyone.

Through our collective action, lives can truly be changed.

Change starts here.

WHY UNITED WAY?

With United Way it's not about supporting one cause. We focus on the areas that need change the most, with contributions from our supporters becoming part of a major community building effort.

We bring together organizations, businesses, governments, community members and more than 50 agency partners in the social services sector who care about the issues we face in the Alberta Capital Region.

Together, we represent one of the most critical and extensive collaborative approaches for changes. No other local community organization does this - it's what makes United Way unique, and its how your support helps create the greatest impact possible for our community.



what does
it take?

Through continuous research, a deep understanding of our local community challenges and experience working with key partners, we believe the best opportunity to change lives and social conditions rest in three focus areas:

EDUCATION – ALL THAT KIDS CAN BE

From the early years to high school completion, we're supporting the full path of development to help children and youth achieve their potential.

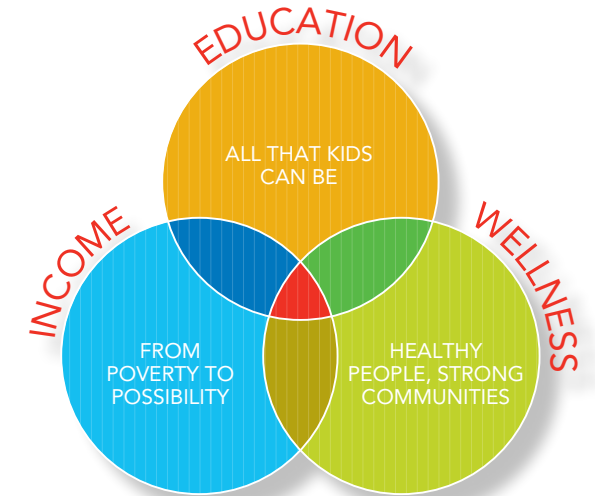
INCOME – FROM POVERTY TO POSSIBILITY

We're helping community members who have low income, and those experiencing homelessness, to gain financial stability and independence.

WELLNESS – HEALTHY PEOPLE, STRONG COMMUNITIES

In working for the overall well-being of community members, we're building the positive environments and social capacity for caring, safe neighbourhoods.

CREATING OPPORTUNITIES FOR A BETTER LIFE FOR EVERYONE IN OUR COMMUNITY



the **need** to **change**

Everyone deserves the opportunity to build a better life. Through a stronger understanding of the challenges, we all see the need...

- **2,421** – the number of people in Edmonton who are without a permanent home – almost 10 per cent of these individuals are parents, guardians and children.
- **Fact** – poverty is not only a result of unemployment. Many community members are working, but must choose between putting food on the table and paying the rent.
- **53,000** – the number of Alberta's children and youth that live in poverty.

**For more results, visit
myUnitedWay.ca/results**

- **816 & 771** – the numbers of women and children helped by Alberta shelters in just one day.
- **51 & 79** – the numbers of women and children that could not be accommodated for help on that one day.
- **12,016** – the number of calls received through the Support Network's Distress Line in 2010. The network is there to help with a range of issues, such as crisis management, suicide prevention and family violence intervention.

- **6** – research shows that these first years of life are vital to raising a healthy child, and programs must be in place to help parents and guardians give children the right start.
- **Fact** – Many challenges can affect a child's ability to learn. A child who is bullied can suffer self esteem issues and may skip school to avoid incidents. Other stressors can include physical or sexual abuse, drug or alcohol abuse, gang influences or learning disabilities.
- **1 in 5** – the number of Alberta students that do not graduate from high school. For students in Edmonton, this number moves to 1 in 4.

the **difference**
you **make**

Your donations and support to United Way go farther and wider than any other charitable investment a community member can make.

FROM POVERTY TO POSSIBILITY

- **11,000** – the number of coats collected, cleaned and distributed to local people in need through United Way's 2010 Coats for Kids and Families program, supported by Page The Cleaner.
- **1,300** – the number of people that homes were found for in the first two years of Edmonton's Plan to End Homelessness, with 85% of residents retaining their housing.
- **15,000** – the approximate number of nutritional hampers that were provided to people every month in 2010 by the Edmonton Food Bank or one of its affiliates.





HEALTHY PEOPLE, STRONG COMMUNITIES

- **368** – the number of people assisted through the Canadian Red Cross in Edmonton and Area after experiencing a disaster.
- **750** – the women and children at risk of domestic violence who were provided safe and supportive accommodations in 2010 by the Strathcona Shelter Society.
- **1,078** – the number of seniors who received assistance through The Seniors Association of Greater Edmonton to manage home maintenance to live safely in their homes for a longer period of time.

ALL THAT KIDS CAN BE

- **400 +** – Parents accessing KARA's Family Support Program to connect with traditional learning opportunities, as well as hands-on experiential learning, that support early childhood development.
- **9,468** – the number of backpacks filled with important items for students in need for the 2009-10 school year through United Way's Tools for School program, supported by Staples.
- **2,300** – the number of children at 12 schools who were provided a nutritious lunch every school day, thanks to the School Lunch Program; helping most achieve better academic outcomes and improved behaviour.



CHANGE STARTS HERE... CHANGE STARTS WITH YOU

1. **Give** – by making charitable contributions that are needed to deliver programs and make impact in the community
2. **Volunteer** – by providing your time and talent to United Way and organizations in the community where support is needed
3. **Act** – by sharing your experiences with others and encouraging them to work with us and the community to create change

the **ultimate**
human freedom...

the **power**
to choose,
to respond,
to change.

Steven R. Covey