



WHY DO I GIVE TO THE UNITED WAY?

With United Way, it's not about supporting one cause. In fact, it's something far more profound. Each and every contribution becomes part of a major community building effort that works to achieve an inspiring vision. It's a vision where we all live with financial stability and independence, where all neighbourhoods are safe and residents have a sense of well-being, and where all children are getting the right start in life and have the support they need to get them through the middle years and their high school graduation.

At United Way, we bring together organizations, businesses, governments, and community members who care about the issues we face in Northwest Alberta, to make every effort possible to turn the vision into reality. We are currently partnering with organizations in the social service sector, delivering key community impact programs and initiatives. It is why, with United Way, donations and support go farther and wider than any other charitable investment a community member can make. That's what a shared vision is about and what it takes to be the change we all want to see in our community.

To accomplish those goals, the United Way depends on volunteers like you to ensure we have a successful campaign. We know the best Campaigns are run with open and honest dialogue, and hope that you will never hesitate to bring any concerns or questions forward for discussion. We want you to look back on this time as a truly great experience.

- Mike O' Conner, 2012 Campaign Chair

WHY DO WE GIVE? BECAUSE...

- "My single donation reaches more people with more impact than it would have on its own."
- "My money stays in my community, supporting my neighbours."
- "United Way can bring people and dollars together."
- "I know my donation is allocated to agencies who do great work."
- "I can afford a small amount off of every pay cheque. Without that benefit, I would not be able to support my community."
- "I like the fact my company matches my donation. It makes me feel like they care about my community."
- "I live here. We should all be proud to support our own communities."
- "I know my donation stays in my community."

TAX SAVINGS

- Alberta has the highest tax allowance for donations in Canada.
- A total annual donation to registered Canadian Charities of less than \$200 result in a tax benefit of 17%.
- A total annual donation to registered Canadian Charities of more than \$200 results in a tax benefit of 50%.

"I donate because 1 in 3 people use services funded by the United Way."

- Fletcher Bootle, Board Member