



Thank you for investing

\$10,813

to United Way of Calgary and Area in 2014

United Way identifies and acts on the social issues that will have the greatest impact. We strategically invest in three focus areas: poverty, kids and communities. Investments in these areas are proven to support the success of a city in a way that is sustainable. Your investment was rigorously monitored and evaluated by United Way.

Your Investment:

The numbers below are based on United Way's 2014 investments, and are intended to illustrate the impact of your gift.

19%

of your gift was invested in the area of **poverty**

\$2,054

addressed the root causes of **poverty** now, so it won't cost more later

35%

of your gift was invested in the area of **kids**

\$3,785

ensured that **children** had the right supports in school to build bright futures

46%

of your gift was invested in the area of **communities**

\$4,974

helped build strong, safe and supportive **neighbourhoods**

Social Return on Investment:

Social Return on Investment (SROI) measures the social and economic value of community investments. Below are a few examples of the SROI you have created in Calgary.

5 : 1

value created dollar invested

For investments in a local crisis line

18 : 1

value created dollar invested

For investments in a local mentoring program

4 : 1

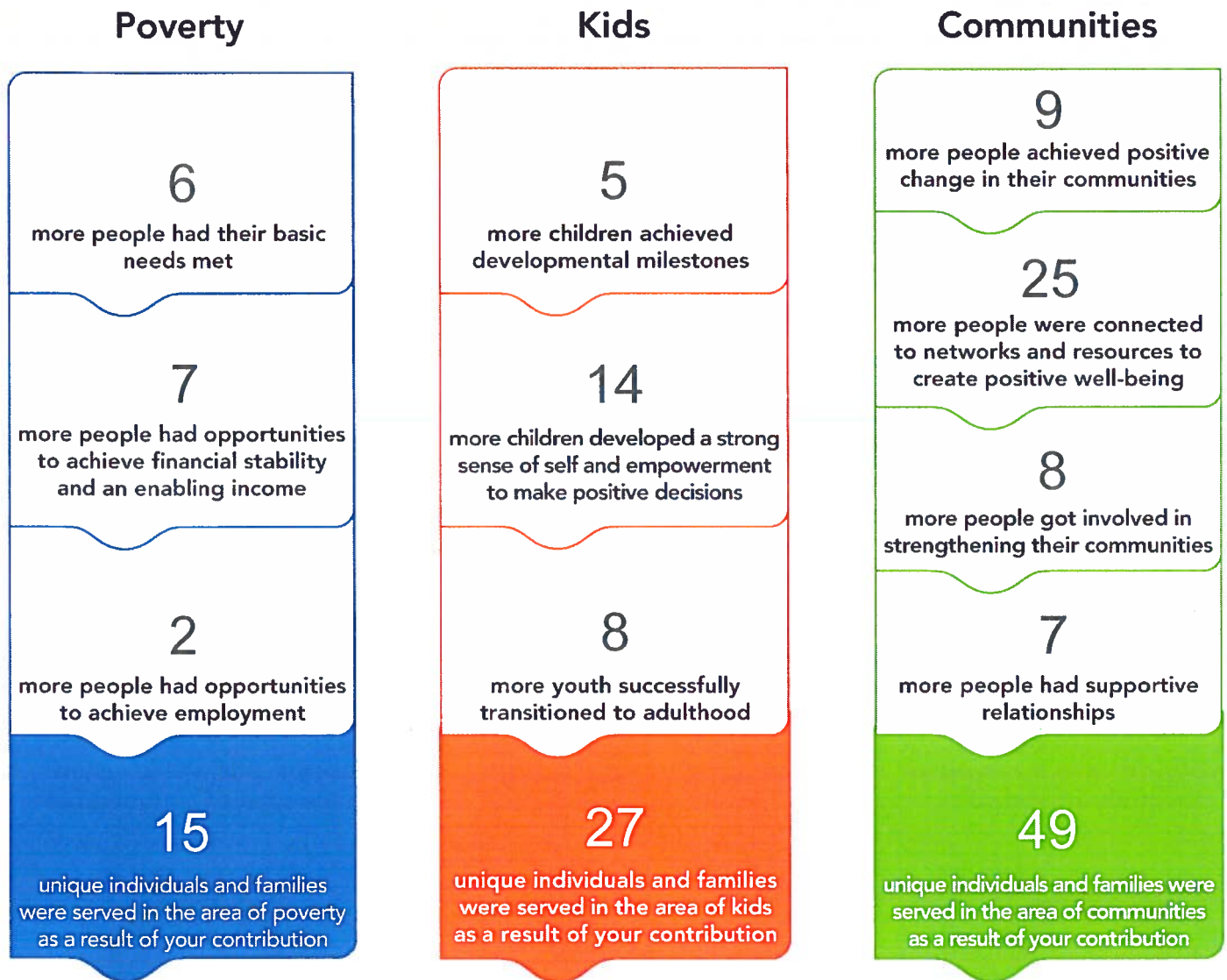
value created dollar invested

For investments in crisis prevention for seniors

Please note: all numbers in this report have been rounded to the nearest whole number.

Impact of Your Investment:

The numbers below are calculated using your 2014 investment against United Way's overall 2014 Impact Results.



Our Impact Together:

Every investment with United Way helps build a great city for all. The numbers below represent the projected number of individuals and families impacted as a result of our 2014 investments.

65,456

people achieved positive change in United Way's **poverty** program investments

115,168

kids achieved positive change in United Way's program investments

212,736

people achieved positive change in United Way's **community** program investments

For our full Community Impact Results, please visit: www.calgaryunitedway.org

**It's not a donation.
It's an investment.**

