

2022 Key Messages

What is poverty and why does it matter?

- Poverty is when people lack or are denied economic, social, and cultural resources to have a quality of life that sustains and facilitates full and meaningful participation in the community.
- Poverty holds our community back from reaching its full potential. Poverty takes a tremendous personal toll on individuals and families and a monetary toll on our economy. Individuals struggling with poverty have complex needs impacting multiple areas of their lives and need supports that work together to address those needs and find lasting solutions
- Many local low-income individuals and families have limited resources and opportunities to change their situation without supports for basic needs, coaching, training, mental health challenges, and other empowerment programming to help them navigate and overcome barriers to their success.
- Our community continues to feel the socioeconomic impacts of the pandemic, including unemployment, inflation, and the increased cost of living. Our region has also seen an increase in newcomers and refugees after two years of closed borders and an increase in war and violence around the world.
- More local people are being pulled into poverty and there is an increased need for services. More than ever, people need supports to stay afloat.

Introducing United Way of the Alberta Capital Region

- United Way of the Alberta Capital Region takes a systems-wide approach to deliver a coordinated network of social programs and services addressing a range of needs for vulnerable children, families, and individuals.
- United Way's approach brings together social agencies, schools, organizations, and governments to collaborate and deliver local programs and services addressing the root causes of poverty. Working together, we minimize duplication and deliver larger scale impacts and lasting change.
- Built on over 80 years of experience, United Way's experts deeply know this community and its support systems – and what it needs most. Contributions are invested in high need and high impact areas that supports both responsive solutions to immediate needs in crisis situations and long-term systemic solutions for lasting change.
- Funds raised strengthen our local communities. Your contribution helps your neighbours – you will see the difference right here in the Alberta Capital Region.



- Local agencies are also feeling the increased pressure of the current economic challenges, with increased requests for support. United Way provides smaller charities critical funding and backbone supports – technology infrastructure, fundraising, administration, and human resources – enabling them to focus on delivering much needed programs in the community.
- We are accountable to the communities we serve, and regularly report on how contributions are directed and make an impact in community.
- Committed and knowledgeable local volunteers participate in determining how funds are distributed and used for maximum social good.
- United Way of the Alberta Capital Region is an independent non-profit organization, with our own local governance Board, leadership, employees, and committed volunteer network of thousands, right here in the Alberta Capital Region.

Campaign Theme: Do Local Good

- Our work, our people, and our volunteers reflect our communities and are focused on ensuring no one is left behind in our local area.
- With the pandemic and economic challenges, more of our neighbours than ever are struggling. With the help of caring supporters, we can continue to be there for the most vulnerable as we recover and rebuild, supporting the well-being and success of our entire community.
- When you support United Way, you are an important part of a movement of changemakers who share your social purpose and want the same things for our community. Together, your actions and resources multiply your impact right here at home.
- Giving locally, you will see the direct impact of your contributions supporting friends and neighbours in your community. Both you and your community benefit and are better when everyone can thrive.

Asking for Donations

- Do local good and help us strengthen our community and make sure no one is left behind. Donate today.
- You care about social causes and issues impacting our community. Join others who share your sense of purpose and care about the same things to build a community where everyone has the chance to thrive. United, we can make real change happen in our community.
- You can make a bigger impact when your actions and resources are combined with others - your contribution goes farther to do greater good in our community.

- You are actively building our community's brighter future. Your contribution helps your neighbours – you will see the difference right here in the Alberta Capital Region.
- Your contributions support tools and resources that enable smaller charities that you also care about to do their work.
- Supporting United Way supports systemic change. Working together, we make the most efficient and effective use of those resources to create the best outcomes. Your contributions go farther and wider than any other charitable investment you can make.
- You will see the direct impact of your investment, so you can be sure your community gets value for money and see how United Way is investing in the most efficient and effective solutions right here.

Messages for Overcoming Fundraising Costs Objections

- As a leader in the social sector, United Way holds itself accountable to its community by publicly reporting clear and transparent information about our financials, administration, compensation costs, and impact.
- We have an independent volunteer governance Board that reviews and approves our budgets to ensure good financial oversight. They help ensure our work has excellent value for our community.
- The independent Charity Intelligence Canada, rates our United Way among the top 100 fundraising organizations in Canada and gives us a 5 out of 5 rating based on reporting, financial transparency, need for funding, cents to the cause, and social impact.
- United Way's administrative costs can vary year over year depending on numerous factors such as total dollars raised, increased need for support in the social services sector and the community, as well as other economic and strategic factors. We are a leader in fiscal responsibility and are always well below the 35% threshold for non-profit organizations as set out by the Canada Revenue Agency.
- Administration costs fund salaries, provide backbone supports (such as fundraising, reporting, staff, and technology) to smaller non-profits, and create valuable programs across the social service sector.
- We value the expertise, skills, and hard work our staff provide that translate directly to significant positive impact in our local community. To ensure staff are compensated both fairly and responsibly, salaries are established through compensation comparison to other charitable organizations, an assessment of roles and responsibilities, and our commitment to spending dollars wisely.