

85 Years of Life Changing Moments

Key Messages



- Every moment has the power to change a life. For 85 years, United Way of the Alberta Capital Region has been there in those moments — when someone needs help right now, and when a small step forward can make a big difference. This anniversary is about the moments we've shared and the ones still to come.
- Since 1941, United Way has been part of hundreds of thousands of life-changing moments across our region. A student getting extra help that kept them from falling behind at school. A parent finding support from 211 Alberta during a mental health crisis. An individual getting help to manage bills and stay housed. These moments add up — and they change lives.
- Today, United Way helps make sure people can get support at the moment they need it most. That might be a young person talking to a counsellor for the first time, or a family connecting to food, housing, or mental health supports before things get worse. Our role has grown beyond funding social programs. We work side-by-side with local partners so help is close, trusted, and ready.
- This anniversary isn't just ours — it belongs to every donor, volunteer, community partner, agency, and advocate who makes this work possible. When you show up — even in a small way — you help create a moment that can change someone's future for the better.
- Despite decades of progress, too many people in our region are still facing hard moments. The cost of living keeps rising. More people are struggling with stress, anxiety, and uncertainty. For many families, one tough moment can quickly turn into a crisis.
- Looking ahead, United Way remains committed to building a region where everyone has the opportunity to thrive. We're strengthening partnerships, listening to community needs, and investing in solutions that help people not just get through today, but build a better future.
- Every gift to United Way helps create a turning point for someone. A moment of relief. A moment of hope. A moment where someone feels supported instead of alone. Donors don't just give money — they help make change happen right when it's needed.
- Join us in celebrating 85 years of community impact. With your support, United Way will keep showing up — ready for the next moment, and the next life changed.



Resources: 85th Anniversary

- **Match the Moment** – we have secured \$850,000 that will match new or increased individual and employee gifts. That means when employees choose to give or increase their support through a workplace campaign, their impact can be doubled — helping more people in our community when they need it most. This will be launched September 1, 2026 and will be applicable to donations until December 31, 2026.
- **Website Landing Page** *COMING SOON!* – information on United Way and our 85 year history.
- **[Celebratory Logos](#)** – to be used in workplace campaign materials and resources.
- **Commemorative Merch** *COMING SOON!* – to help you spread the word, consider purchasing an 85th Anniversary t-shirt, sweatshirt and tote when they become available.
- **Social Media Posts** – please share United Way posts about the Anniversary with your social networks.