



United Way
Alberta Capital Region



Make the Month

Part conversation starter, part team-building exercise, this digital engagement activates real, local impact

Every day, thousands of individuals and families across the Alberta Capital Region do their best to stay afloat financially — working full-time jobs, budgeting carefully, and making sacrifices — yet still falling short at the end of the month.

United Way's **Make the Month** is an interactive simulation tool that challenges individuals or groups to experience life in low-income household. As you make tough decisions between things like rent and food, medication and childcare, you'll begin to understand the impossible choices too many of our neighbours face.

It isn't a game. It's a lens into what tens of thousands of people in our communities, our coworkers, our neighbours, and our friends, live with every single day.

The Numbers are Local — and Urgent

- 1 in 7 people in our region are struggling to meet their basic needs.
- Many people turn to high-interest credit just to bridge the gap.
- One unexpected bill or illness can derail the finances of an entire household.

What You'll Take Away



A deeper understanding of the challenges many of our neighbours face.



A clear connection between financial insecurity and health, education, and well-being.



A new perspective on your role in breaking cycles of poverty and creating real change.

HOW MAKE THE MONTH WORKS



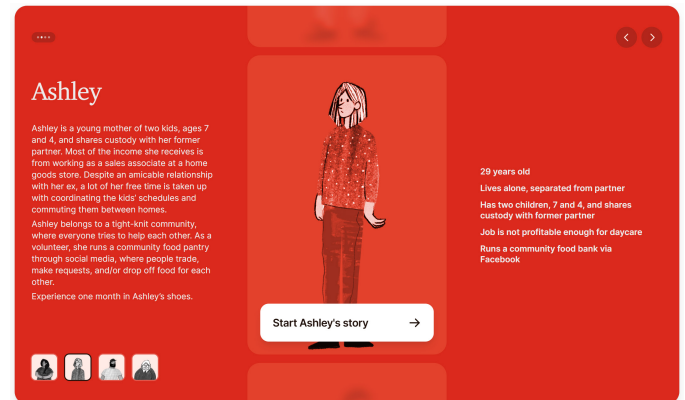
Choose a profile that reflects real-life scenarios faced by people in our region.



Make a series of decisions based on income, expenses, and priorities.



See how fast the margin for error disappears and reflect on the cost of tough trade-offs.



FROM EMPATHY TO ACTION

At United Way of the Alberta Capital Region, we believe that awareness is a catalyst for action. When your workplace supports United Way, you're helping fund the very programs that reduce the impossible trade-offs highlighted in Make the Month.

Together, we:

- Create access to financial education and emergency support.
- Connect people to essential mental health resources and services.
- Support kids so they can succeed in school without going hungry.

Start with empathy.
Begin with Make the Month.

Contact us today to schedule a Make the Month session led by a United Way facilitator.

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myunitedway.ca

DO LOCAL GOOD