

Since 1940, United Way has raised more than **\$750M** for Calgary and the surrounding area. We're amazed at the enormous impact United Way has had in our community and can't help but ask ourselves: 'What would our city look like without United Way...?'

## INVEST IN YOUR CITY!

Your donation to United Way of Calgary and Area goes where it is needed most – right here at **HOME**.

### Your donation:

1. Stays in Calgary and area
2. Goes to where it's needed most
3. Involves you in shaping your community
4. Makes a measurable impact today and in the future

**Russ Girling**  
2012 United Way Campaign Co-Chair  
President and CEO,  
TransCanada Corporation

**Leslie O'Donoghue**  
2012 United Way Campaign Co-Chair  
Executive Vice President of Operations,  
Agrium Inc.

United Way invests in over **200** programs run through **100** social agencies that work **TOGETHER** to create a social safety net that achieves lasting change. In 2011, United Way-funded programs were accessed **773,194** times in our community.

The Benefits Navigator.ca



**8,000**

people logged onto the Benefits Navigator in 2011.

Are you or someone you know struggling to make ends meet? This online guide helps identify government benefits or credits you may be eligible for.

**WE ALL WIN**

WHEN **CHILDREN** SUCCEED IN SCHOOL



WHEN **FAMILIES** ARE FINANCIALLY STABLE



WHEN **COMMUNITIES** ARE STRONG AND VIBRANT



Giving through United Way is an easy, powerful, cost-effective way to **STRENGTHEN YOUR COMMUNITY** with a single contribution.



I see United Way as my **trusted philanthropic advisor**. Just as a professional financial advisor is able to help me make the best investment decisions in the stock market, United Way is able to make the best decisions about where to invest my money in the community.



– Linda Hohol, 2006 Campaign Co-Chair, 2009-2010 Board Chair, and 2011 Tomorrow Fund Committee Chair

**DON'T KNOW WHERE TO TURN?**

**CALL 211**

One call connects you to a full range of local community, health, government and social services.

**Free. Confidential. Multilingual. 24/7.**

**704,895** calls have been answered since 2005.



**112** United Ways across Canada raise over **\$480M** a year to improve lives and strengthen communities thanks to thousands of donors like you.

**THANK YOU FOR GIVING!**

### DONOR PRIVACY

United Way respects your privacy. Your information is collected to administer transactions and meet donor expectations. Please see our Privacy Policy at [www.calgaryunitedway.org](http://www.calgaryunitedway.org).

In 2012, excluding sponsored events, United Way of Calgary and Area estimates fundraising and related costs to be 11 per cent of the campaign revenue estimated at \$54 million.

Visit our website  
[calgaryunitedway.org](http://calgaryunitedway.org)

Connect with us on Facebook  
[/CalgaryUnitedWay](https://www.facebook.com/CalgaryUnitedWay)

Follow us on Twitter  
[@UnitedWayCgy](https://twitter.com/UnitedWayCgy)

Visit our blog  
[calgarysocialvoice.com](http://calgarysocialvoice.com)

# INVEST IN YOUR COMMUNITY THROUGH UNITED WAY OF CALGARY AND AREA

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## MY CONTACT INFORMATION

UNITED WAY MEMBERSHIP NUMBER (IF KNOWN)

MS.  MRS.  MR.  DR. FIRST NAME INITIAL(S) LAST NAME

HOME ADDRESS CITY/PROVINCE POSTAL CODE

W.PHONE ( ) - H.PHONE ( ) - C.PHONE ( ) -

WORK E-MAIL HOME E-MAIL

EMPLOYER NAME DEPARTMENT EMPLOYEE NO. (IF APPLICABLE)

GENDER\*  F  M YEAR OF BIRTH\* ARE YOU IN THE BeCause DEMOGRAPHIC (20-40 YEARS OLD)?\*  YES  NO

HOW WOULD YOU LIKE TO RECEIVE YOUR TAX RECEIPT?  MAIL  WORK E-MAIL  HOME E-MAIL

\*Optional



### LEADERSHIP GIVING

How much does it really cost (based on 24 pay periods)

TOTAL DONATION	\$1,000	\$2,500	\$5,000	\$7,500
COST/PAY PRE-TAX	\$41.67	\$104.17	\$208.34	\$312.50
COST/PAY AFTER TAX*	\$22.92	\$54.17	\$106.25	\$158.33

\*Actual cost to you after tax credit (according to Alberta average).

A donation of \$1,000 or more distinguishes you as a United Way Leader. May we recognize your generous donation in publications such as our online Honour Roll?

Yes  No, I wish to remain anonymous

If yes, please print name(s) as you would like it to appear (eg. John and Jane Doe, The Doe Family, etc.)

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## DECIDE HOW TO CONTRIBUTE

A Please direct my donation to where it is needed most in the community. \$

OR

B I want to direct my donation to the following United Way investment area(s):

All that kids can be \$

From poverty to possibility \$

Healthy people, strong communities \$

C Optional: I want to support another registered Canadian charity.

A \$12 processing fee is subtracted for each designation to cover the cost of administering your choice. No minimum gift. For information on Canadian charities, call 1-800-267-2384 or visit <http://www.cra-arc.gc.ca/chrts-gvng/lstngs/menu-eng.html>.

RELEASE MY NAME TO THE CHARITY FOR RECOGNITION:

YES  NO

SPECIFY CANADIAN CHARITY

REGISTERED CHARITY NUMBER\* \$

\*In order for us to process your designation, you must provide us with a registered charity number.

TOTAL CAMPAIGN GIFT \$

### THE TOMORROW FUND

Earnings from The Tomorrow Fund allow United Way to provide sustainable, long-term support for our community that will have a lasting impact. To learn more, visit [www.calgaryunitedway.org](http://www.calgaryunitedway.org) or call 403-231-6444.

- I have remembered United Way in my will.
- Please contact me about bequests and other ways of making a planned gift.

### TAX RECEIPTS

Tax receipts are issued by Feb. 28, 2013 except for payroll donations, which will be recorded on Box 46 of your 2014 T4.

- Please check here if your gift is under \$25 and you would like a receipt.

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## DECIDE HOW TO DONATE

A  PAYROLL DEDUCTION (per pay period only): the easiest way to give!

I authorize my employer to deduct equal payments of \$ per pay period for pay periods beginning Jan. 2013 and ending Dec. 2013, for a total donation of \$

Please provide a copy of this pledge form to your payroll department.

B  CREDIT CARD

One-time credit card payment of \$

Equal monthly credit card withdrawals: I authorize United Way to charge \$ to my credit card each month for 12 months beginning January 15, 2013 and ending December 15, 2013, for a total donation of \$

Visa  MasterCard  American Express NAME ON CARD

CARD NO. EXPIRY DATE /

C  CASH OR CHEQUE Total amount of gift: \$

Cash (please attach to this form)  Cheque (payable to United Way of Calgary and Area – please attach to this form)

D  GIFT OF SECURITIES Please complete the Gift of Publicly Traded Securities Transfer Form available on our website at [www.calgaryunitedway.org/securities](http://www.calgaryunitedway.org/securities) and fax to 403-410-1873 or call 403-410-2578.

### E-NEWSLETTER

If you are interested in receiving updates on United Way's work in the community, sign up for our electronic newsletter online at: [www.calgaryunitedway.org/main/newsletter-signup](http://www.calgaryunitedway.org/main/newsletter-signup).

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## SIGN AND DATE

Please authorize your donation by signing below for all options.

SIGNATURE DATE



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Calgary and Area

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Registered Charitable Organization Business Number 13022 9750 RR0001