



**A Better Tomorrow  
Starts With You.**

Dear Shell Retirees,

As you have likely heard, there have been some changes to the Shell Retiree United Way Campaign in 2022, and so we are reaching out to keep you in the loop. We truly value your continued support and are eager to help with your personal philanthropy.

To make giving easy, we have set up a secure link for Shell Retiree's to give online [here](#) where you can give to United Way, as well as to your charities of choice. Additionally, there are several matching opportunities available, thanks to generous philanthropists in our city!

Below you will also find some useful information on gifting your support and where the need is greatest in our community.

If you have any questions, please don't hesitate to reach out to the United Way Individual Giving team at [philanthropy@calgaryunitedway.org](mailto:philanthropy@calgaryunitedway.org) or **403-410-1863**.

Thank you for your ongoing support and generosity.

**United, we make the biggest difference.**



## **2022 Fall Campaign Kick-Off**

United Way of Calgary and Area's 2022 Fall Campaign fills us with hope and optimism! We see the potential for this campaign and its supporters to lift people up and connect them with the resources and supports they need to thrive.

**Tomorrow CAN be better.** It's a simple courageous idea; one worth believing in. Watch United Way's new 2022 Fall Campaign kick-off video to see how ***we all have the power to lift people up!***



## Ways to Give

### Giving safely and securely

This year, we've continued offering a variety of giving options! If you are interested in giving over the phone, please call our donor services team. They will process your information safely and securely over the phone. Please call (403) 231-6296 Monday thru Friday, between **9 a.m. and 3 p.m.**

You may give online through the Shell Retiree site [here](#).

If you wish to fill out the [pledge form](#), please either email us at [philanthropy@calgaryunitedway.org](mailto:philanthropy@calgaryunitedway.org) or mail a copy directly to us at United Way of Calgary and Area, Suite 600, 105 12 Avenue SE, Calgary, AB T2G 1A1.

We are happy to assist you in designations to your charities of choice. Please note,

there is a fee associated with this as there is an administrative cost to United Way to process these designations. The fee per designation is \$16.

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### **Did you know that you can make your annual donation through a Gift of Securities?**

Gift of Securities must have value of \$1,000 or greater, and it can have significant benefits:

- It is the most tax-effective way to donate, because it removes the taxation of capital gains.
- You will receive a tax receipt for the market value of your donation.
- The tax efficiencies of gifts of publicly traded securities may allow you to give more than you might have thought possible.

By giving a gift of securities for the first time, \$1,000 of your donation will be automatically matched thanks to the exceptional generosity of Rick & Deb Gallant, Art & Deborah Korpach, and an Anonymous donor.

This matching opportunity is available up to a maximum of \$75,000. Only contributions to United Way of Calgary and Area programs and initiatives will be matched.

If you are interested in making your gift this year using a Gift of Securities, please click below.

[LEARN MORE ABOUT GIFT OF SECURITIES](#)

### **Donation matching opportunities**

There are several matching opportunities available this year, thanks to generous philanthropists in our city! See below for more information on the match that makes sense for you.

- **New Leader Match:** anyone that donates \$1,200 or more for the first time,

their entire donation will be matched

- **New Major Donor Match:** anyone who donates more than \$10,000 or more for the first time will have their entire donation matched
- **Major Donor Growth Match:** anyone who already donates \$10,000 or more but chooses to increase their gift will have the growth portion matched.

[LEARN HOW TO DOUBLE YOUR IMPACT](#)

## Upcoming Events

Don't miss your opportunity to engage, learn, and help make our community a better place for everyone. View our upcoming events page and register for an upcoming event that speaks to you.

[VIEW OUR UPCOMING EVENTS](#)

## Support your community



community hubs  
initiative

WHERE COMMUNITY HAPPENS



[The Community Hubs 5 Year Report:](#) A “By the community, for the community” model sits at the core of five different Community Hubs locations throughout Calgary. Find out how a collaboration between The City, United Way, and Rotary Club created a place of belonging during the pandemic, and is providing a way forward for struggling friends and neighbours.



Vincenzo's Story: On the outside, it looked like Vincenzo had it all: An NCAA athlete and doctorate with a skyrocketing career and a perfect family. But on the inside he was struggling with intergenerational trauma and addiction.



All In for Youth: All In for Youth (AIFY) has been increasing high school completion rates (and decreasing drop-out rates) since the program's launch in 2012. Completing high school opens doors to better jobs, higher wages, and acts as a gateway to post-secondary institutions.

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ANNUAL REPORT

 all in for youth  
United for school completion.

Healthy Aging Alberta: Healthy Aging Alberta strives to enhance the lives of older Albertans by connecting community-based, senior-serving organizations with larger systems such as health, housing, and the disabilities services sector.

## Our Focus for Fall 2022

During the Fall Campaign, United Way of Calgary and Area will be focusing on raising awareness around Socio-Economic Well-being and Mental Health.

### **Socio-Economic Well-being**



When people are financially stable, they aren't worried about their next meal, how they'll pay for housing, or whether they'll be able to afford childcare, groceries, or utilities. But for those living on a low income, these worries are with them daily.

As we emerge from the pandemic, those hit hardest by COVID-19 are now most affected by the inflation crisis. Simple things like getting to work, putting food on the table, and safe housing are unaffordable for some families.

- More than **160,000** children in Alberta live in poverty
- **1 in 5** Calgarians say they struggle to easily buy food and groceries
- Indigenous people make up three per cent of Calgary's population, but over **40 per cent** of those living in homelessness are Indigenous
- **1 in 3** Calgarians say they struggle to afford basic needs like rent and utilities
- **82 per cent of Canadians** say that cost of living increases has outpaced any income growth they have seen in their household

- **1 in 5 households** in Calgary do not have sufficient income to afford an average rental apartment in the current market

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## MENTAL HEALTH



Positive mental health and well-being allows people to live to the fullest. The pandemic heightened stress and anxiety, and when coupled with skyrocketing housing costs and inflation, many of our friends and neighbours are under incredible strain. Poverty, social isolation, stigma, and a lack of easily accessible services hold people back from getting the help they need.

United Way invests in programs and initiatives to reduce barriers and increase access to mental health support for everyone in Calgary and Area. Our work focuses on mental health promotion, prevention, and early intervention to ensure those impacted by mental health issues access the supports they need before the issues become deep-rooted and harder to treat. We also support

long-term recovery by working with government, agencies, and others to reimagine mental health programs and post-pandemic practices.

- Nearly **50 per cent** of online contacts to the Calgary Distress Centre listed suicide as a top concern
- In the last year, **33 per cent of Calgarians** felt stress due to their finances
- By age 40, nearly **half of all Canadians** will have or have had a mental illness
- **25 per cent of Canadians** feel major stress due to their household debt load
- **70 per cent of adults** with a mental illness say their symptoms first emerged during childhood and adolescence, yet only 1 in 5 children who needs mental health support receives it
- **1 in 10 Indigenous youth** report having a mood disorder

*When you donate to United Way, you are improving local lives and ensuring kids, families, and individuals have access to support when and where they need it most. All gifts improve local lives and contribute to lasting social change.*

**A better tomorrow starts with you.**



**United Way**  
Calgary and Area



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