



# Setting the Pace

## 2015 Impact Report



Creating Pathways  
Out of Poverty



Together, we're providing the support needed today and are striving to reach targets that lead us toward a poverty free community.



**United Way**  
**Alberta Capital Region**  
myunitedway.ca

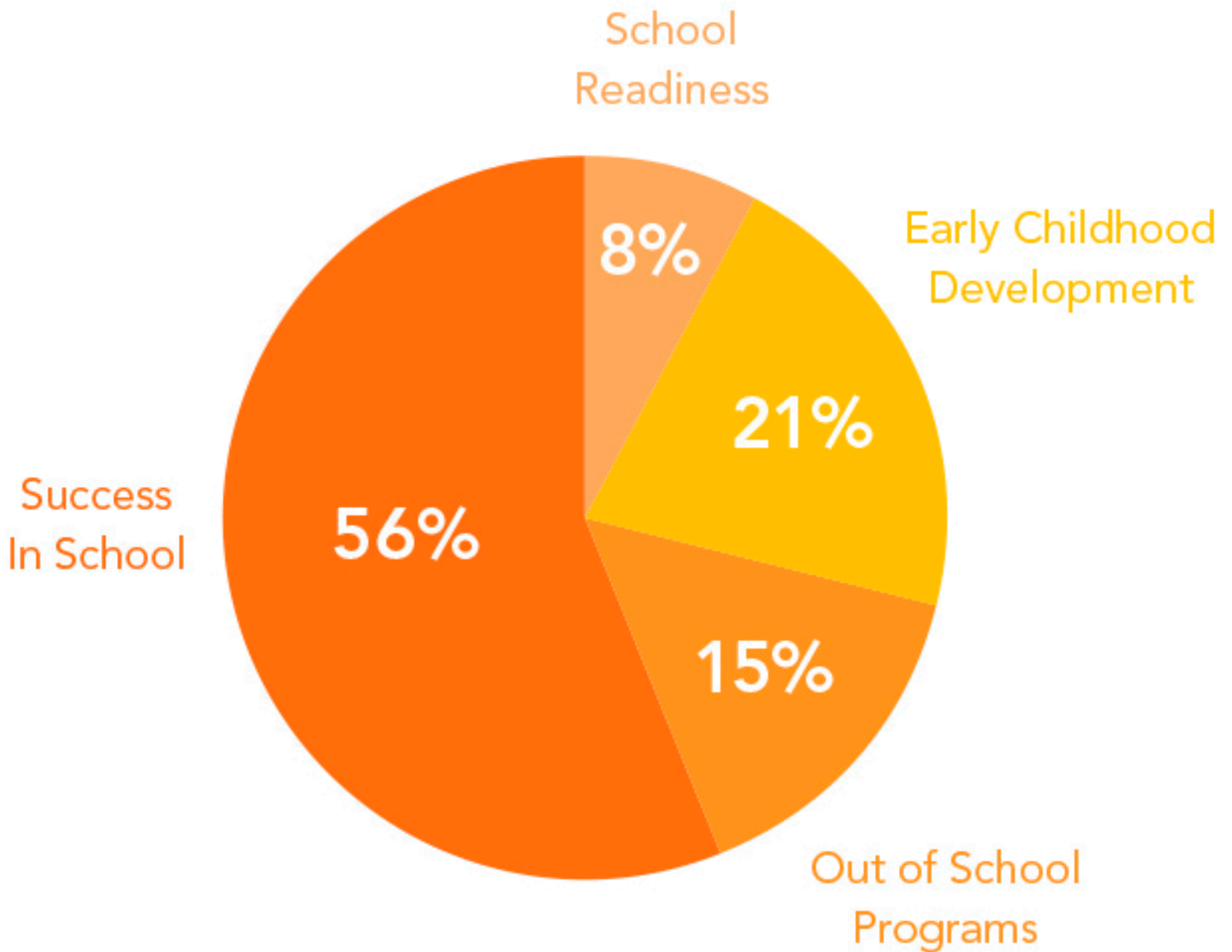
Every step you take to support United Way moves another family further along their pathway out of poverty.



## Education

Over **48,000 children and youth** will get the support they need to succeed in school and work toward reaching their full potential.

### How Dollars Were Invested



Thanks to your support, in 2014, United Way of the Alberta Capital Region had a campaign achievement of nearly \$25 million. These dollars were strategically invested to create the greatest impact possible in our community.

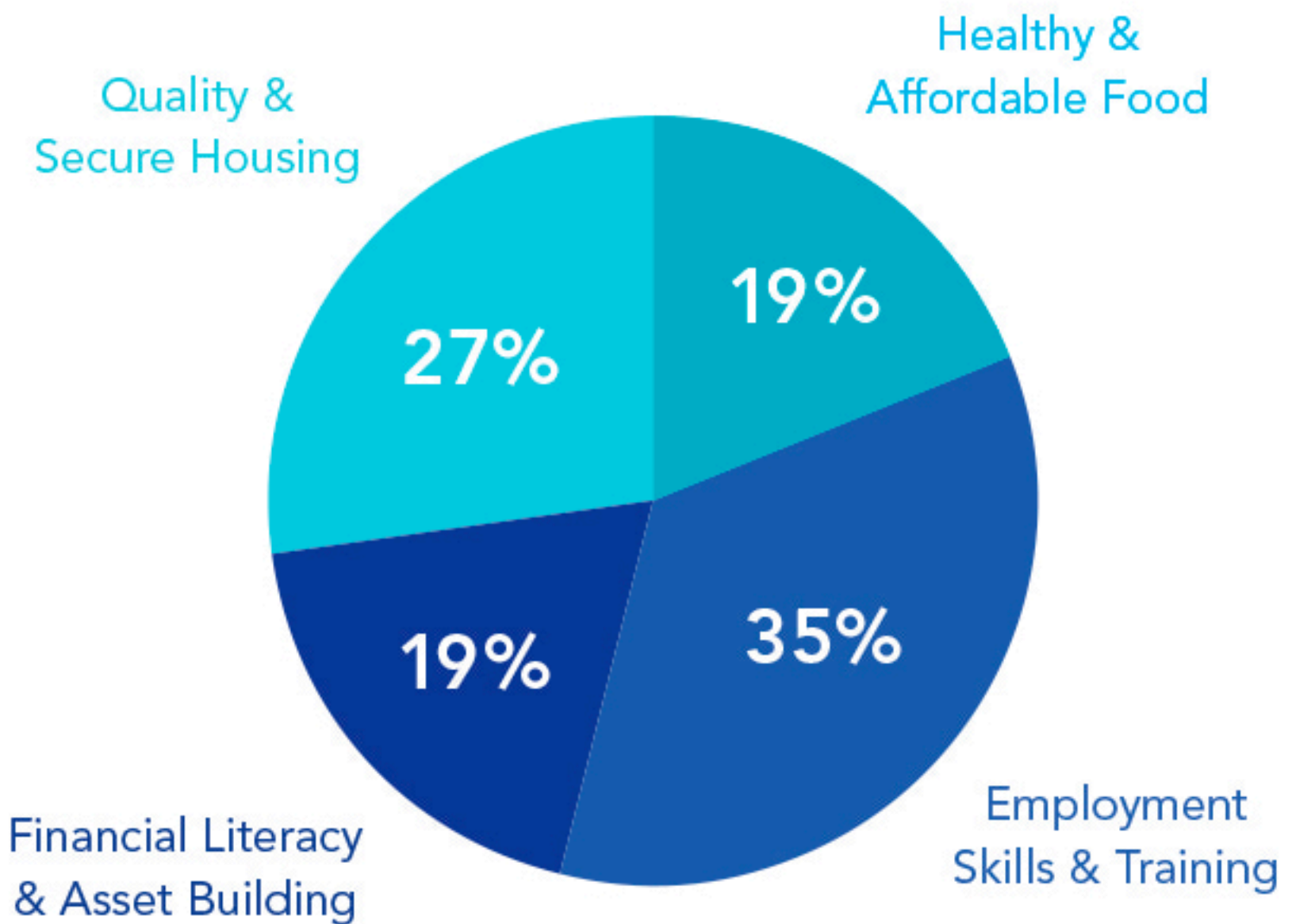
This report is a reflection of those investments and shares projections of the impact we expect to see in the community by the end of 2015.



## Income

More than **52,000 community members** living in low income, including people experiencing homelessness, will receive help to gain financial stability and independence.

### How Dollars Were Invested



Please visit [myunitedway.ca](http://myunitedway.ca) to learn more about programs, services and impact; and experience our online, interactive Report to the Community covering the pathways we've created together.

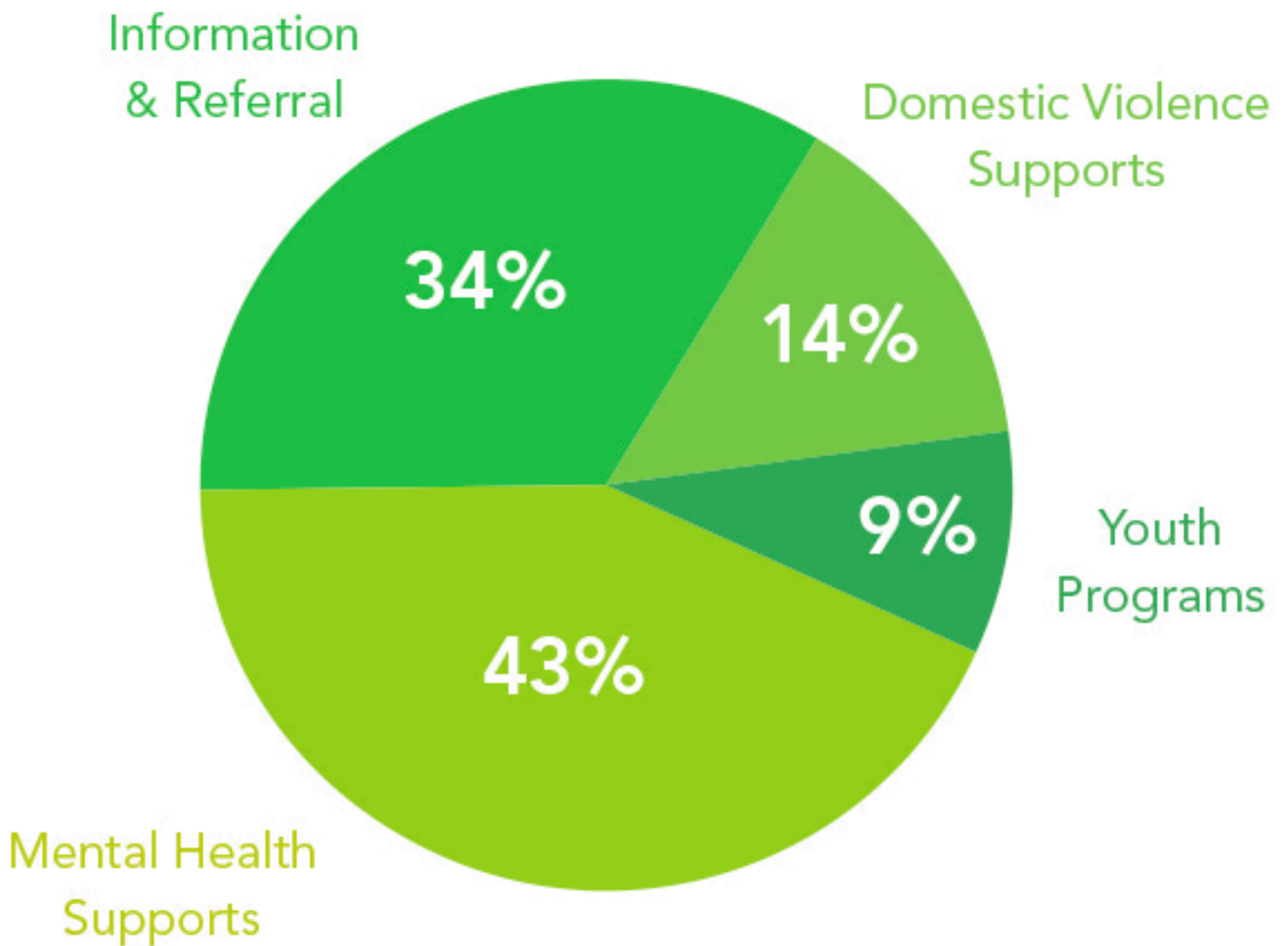
With your ongoing support, we can continue changing the lives of thousands of individuals and families, and build momentum toward reaching specific impact targets and a campaign goal of \$30 million by 2017.



## Wellness

Over **80,000 community members** will get support to deal with personal challenges and family struggles, and benefit from healthier, safer communities.

### How Dollars Were Invested



## Scorecard Progress

In 2014, United Way released an Impact Scorecard outlining five strategies and specific targets we can work toward achieving together over a three-year timeframe, helping nearly 22,000 people in our community. Based on targeted investments and impact projections, we're pleased to share progress at the one-year mark.

### 1. The Early Years

Helping parents connect with mentors and supports that build valuable skills and meet the developmental needs of their newborns, infants and toddlers.



### 2. Success in School

Providing mentors, success coaches for children and youth, healthy nutrition, and support for parents of students who are struggling.



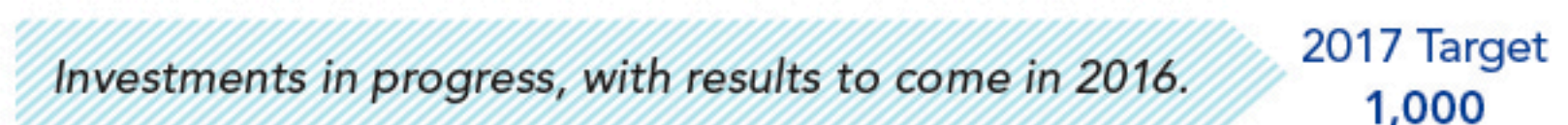
### 3. Managing Finances

Supporting people living in low income to get better access to benefits and subsidy programs, and build money management skills through financial literacy training.



### 4. Employment

Helping people to build job skills and prepare them to take advantage of employment opportunities.



### 5. Mental Health

Providing community members with access to mental health counselling, walk-in services and distress line support.



**Thanks to your support, by the end of 2015 we will have helped 7,400 people in these five targeted areas.**

# Your Impact Changes Lives



## Sign the Statement of Support

Show your commitment to help create pathways out of poverty. Visit our website to sign the statement today!



## Encourage Others

Spread the facts about poverty and share your commitment with family, friends and co-workers.



## Donate

Donate to United Way, providing the help needed today, and growing supports that move us closer to a community without poverty.



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