

United Way of Calgary and Area

A Brief Synopsis



Who We Are

United Way of Calgary and Area (UWCA) is a social change organization. We partner with and invest in local agencies, collaboratives, and change initiatives to create lasting social change in our city. As a connector of social supports, we are working to address complex social challenges impacting Calgary and area, including: accessing employment, financial stability, mental health, basic needs, social isolation, domestic violence, childhood development, intergenerational trauma, and school success.

What We Do

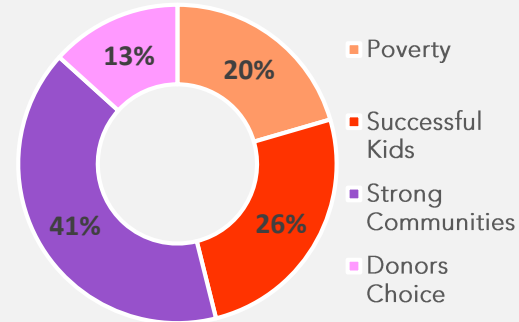
Through strategic partnerships and investment, UWCA brings together local agencies, corporations, donors, volunteers, academia, and government in a collective effort to solve complex social issues and change lives. In 2018, UWCA invested **over \$50 million** in Calgary and the surrounding area, supporting **52 collaborative** initiatives and **138 programs** to help improve the lives of **163,667** individuals.

Call to Action

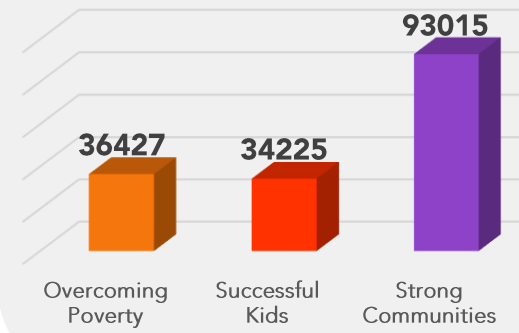
Our work requires that local agencies, funders, and all orders of government come together to move the needle on complex social problems. With our unique position as both a funder and convener in the social sector, we are seeking to advance the joint priorities of the non-profit sector with one collective voice. Priorities include:

- 1) An intergovernmental effort to ensure a coordinated investment responsive of changing community needs;
- 2) Sustained and predictable funding for established programming to allow for UWCA investment in emerging and innovative solutions, as they arise;
- 3) A commitment to building the capacity of the non-profit sector more broadly to leverage systems-level change.

Our Investment Areas



Individuals Helped By Investment Area



Three Ways We Make an Impact

Investing in Local Agencies and Programs

- **Funding:** UWCA is the largest non-government source of funding for human care and community support programming in Calgary. We generate a high return on community investment by strategically investing in local agencies and programs that offer vital services to the most vulnerable people in our community.
- **Research and Evaluation:** Ensuring our investments are driving social change through rigorous research into social issues and public reporting on confirmed data results from data submitted by funded agencies.
- **Investment Support:** Building the capacity of funded agencies in their pursuit of creating, implementing, sustaining, or scaling programming.

Convening Key Partners from Across Sectors

- **Partnership Brokering:** We multiply the impact made in the community by convening high-impact groups across multiple sectors to lead the way in social innovation and problem solving.
- **Enough for All:** In partnership with the City of Calgary, UWCA strove to create a community-driven strategy aimed at reducing poverty in Calgary. This has resulted in involving local agencies, notably Vibrant Communities Calgary and Momentum, to support people living on low income to achieve a lasting, improved standard of living.
- **Calgary Social Policy Collaborative:** UWCA is a steering committee member of the Social Policy Collaborative, a group of more than 50 social sector agencies working to improve social conditions through collaborative advocacy for policy consideration and systems-level change.

Building New Solutions to Social Issues

- **Signature Initiatives:** Large-scale community projects activated by UWCA to bring together the private sector, policymakers, agencies, and residents in three focus areas: overcoming poverty, successful kids, and strong communities.
- **Community Hubs:** In partnership with municipal government and Rotary Club of Calgary, Hubs are designed to provide residents with a central access point for a range of health and social services and enhanced social inclusion.
- **Social Impact Lab:** A physical and digital space where multiple stakeholders can come together to research, create, and test new services and business models. In partnership with J5, a design and innovation firm, the Lab is a platform to experiment with entirely new services and business models - each with the potential to transform our community.

