

10 REASONS TO SUPPORT UNITED WAY



1. You can trust us to spend your donor dollars wisely. You can benefit from our decades of diligent stewardship of millions of donor dollars since we have been in the community for 80 years. You can trust that we will do everything possible to ensure that your donation is leveraged to the maximum, to help those in need. We have clear audits in spite of thousands of detailed transactions each year. Your social investment is safe with us.

2. You help sustain a network of services. It does take a village of open doors to a variety of services that help people effect change in their lives. Over the years, United Way has learned that the life experiences and difficulties faced by many of vulnerable people require complex solutions. Rarely one program or service can meet all their needs. When you support United Way, you are giving to sustain a vital network of services for individuals, families, seniors, children and youth in neighbourhoods near you.

3. You have an efficient advisor to help you make effective philanthropic choices. We do your homework, so you don't have to. Choosing a high-performing charitable organization without key information can be a difficult and time-consuming task. You will benefit from our analysis of local trends and consultations with subject matter experts. We monitor your impact investments to ensure your funds are used according to your wishes and report back to you on the results. After all, we are accountable to you and our community.

4. Your gift goes where it is needed most. As a year-round fundraiser and impact funder – we're not standing still. Our talented board, staff, community cabinet, workplace teams and leadership alumni keep their ears to the ground. You benefit from our connections and outreach. We listen and collaborate with partners to understand how best to respond to social issues.

5. You are responsive when emergencies cry for a helping hand. Your contribution will fuel the largest funder of local social services, adding to government core support in the Capital Regional District (CRD). Our emerging needs fund helps donor dollars be flexible and adaptable beyond the annual funding call. When there is a fire that displaces low income tenants or other crises in our community, we can act quickly on your behalf and respond to short-term needs.

6. You are addressing long-term issues. Legacy gifts and annual gifts contribute to long-term solutions that can benefit future generations. Current gifts are applied to three areas of social investment that change the lives of infants to elders. All grants must address one of three targeted priorities:

- All that kids can be
- From poverty to possibility
- Strong communities

7. Your gift will support sustainability and consistency. United Way provides funding to multiple charitable organizations for multiple years. This helps smaller charities to save money they would otherwise spend on raising funds and allows them to focus on what they do best - directing more of their scarce resources to delivering programs.

8. Your investment stays local. When you support United Way, you are joining the largest "giving circle" in the region, along with others who want to help people in need – people who live right here, your neighbours, co-workers, friends and family members. Every dollar raised in our community stays in the CRD and southern Gulf Islands.

9. Your impact is multiplied. Thanks to contributions from over 10,000 donors and 300 workplaces in 2016, United Way invested \$4.2 Million throughout the CRD. These funds supported over 109 programs which helped 62,000 individuals, 27,000 children and youth, and 8,000 families. That's a total of 111,000 lives changed. The multiplier effect is maximized through United Way.

10. Your gift contributes to a community insurance policy of common good. While no one wishes to dwell on thoughts about what might go wrong in life, many careful planners pay premiums on insurance just in case the worst happens. And, while we all hope we'll never have to make a claim, it can be a great comfort knowing that you and your loved ones are covered. Think of United Way as your "community care insurance policy" for those who need it the most.



United. We do more.