10 REASONS TO SUPPORT UNITED WAY

We ensure your investment addresses community needs

• We provide financial support to a network of community partner agencies that facilitate a coordinated and effective response to those in need.

  An example of this network in action is the support provided to a young woman who is having difficulty completing her high school education, possibly due to family distress, an unplanned pregnancy or conflict with the law. When seeking services, she may find her education supported by Artemis Place Society which provides individual academic and life skills readiness.

  She may be facing other challenges outside of the scope of Artemis and is referred to other United Way funded programs relating to housing, parenting, financial assistance, women’s health issues and peer-to-peer support. The Boys & Girls Club Services of Greater Victoria, Together Against Poverty Society, Island Sexual Health Society, Victoria Youth Clinic and Victoria Youth Empowerment Society are part of a ‘united’ continuum of services to ensure this young women is reaching her full potential.

• We bring together professional staff and subject matter experts to address the root causes of social issues. We work on prevention and intervention measures to facilitate solutions concentrate on underlying causes, not just the symptoms.

We invest locally

• Funding provided by United Way stays local and spans across the Capital Regional District (CRD). We support programs that work with children and youth, address poverty and build community connections.

  People accessing United Way programs are among us everyday – they could be your co-workers, neighbours, friends or extended family members.

We work collaboratively

• We invite everyone to join our movement to accelerate the positive impact in our community: donors, volunteers, business, labour, government and community organizations.

We invest for maximum impact

• Thanks to contributions from over 11,000 donors and 500 worksites in 2014, United Way invested $4.9 million throughout the CRD. These funds ensured support for over 100 programs which helped 45,000 individuals, 23,000 families and 11,000 children and youth access a broad network of services. That’s a total of 80,000 lives changed.

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We build individual, organizational and community capacity

• We fund programs that help individuals and families develop new skills so they can cope with the ever-changing demands on their time and resources.

• We help agencies develop internal capacity to track program outcomes and evaluations so they can more fully demonstrate the impact they are making in their clients' lives.

• We provide coaching and mentoring to new boards and Executive Directors so they can be part of an effective network of services.

We look for evidence to encourage innovation

• We undertake research and analysis, and share our findings with others in the community so together we can adapt and enhance our practices to meet the changing nature of social issues.

We support good business practices

• All our funded partners must go through a comprehensive application and review process on an annual basis, including a financial review.

We are accountable

• Every year we monitor programs and report back to our donors and partners on the impact funding has made in the community.

We promote philanthropy

• Your contribution, no matter how much or how often, makes a difference. It is the most efficient and effective way for you to give back to your community.

• People often will not give unless asked. We advertise and conduct outreach that benefits the smaller organizations that do not have marketing budgets.

We reduce your tax bill

• All charitable donations to United Way qualify as valuable deductions on your personal or business income tax. Additional first-time donors receive special credit. United Way also receives planned and major gifts that ensure the things you care most about are supported in honour of your life-long passions.