



ANNUAL CAMPAIGN

CORPORATE, DEPARTMENT, GROUP OF COMPANIES

CHALLENGE

BACKGROUND

Every year, since 1978, United Way Fort McMurray has been raising funds to help support social profit services and programs. As an “umbrella” organization, we generally fund up to 25 agencies every year, right here in our region. Along with providing much needed funds, United Way also provides support to agencies and runs several community impact initiatives to build capacity for all of our residents.

WHAT WE DO

It is our daily mission to ensure everyone has the opportunity to thrive and we understand the value of working in collaboration with community agencies to ensure every donor dollar goes to where it is most needed, working towards the stabilization and sustainability of services. We do this in a number of ways, such as:

- **EDUCATE** regional residents about what United Way does and how we operate. We focus on two aspects;
 - Our community impact and how we influence change
 - Stewardship of donor dollars and funds
- **OVERSEE** the conscientious and thorough distribution of funds to social profit agencies in our region. Stewardship of these funds include the requirement for agencies to provide quarterly reports and budgets demonstrating the particular use of the funds based on a contractual agreement.
- **INVEST** funds locally to grow sustainability while supporting the development of a full range of social services.
- **CREATE LEADERS** through volunteer engagement on the Community Investment Team and the annual Workplace Campaign.
- **ENGAGE** local residents and business owners to invest in their communities through social responsibility campaigns.



United Way
Fort McMurray
and Wood Buffalo

Some people believe United Way Fort McMurray and Wood Buffalo is simply a funder, extracting a large percentage of donations for operation costs. In fact, we have one of the lowest overhead costs in the region and in the province. The vast majority of the funds are carefully managed to create the biggest social impact in our communities. We treat every donor dollar as a precious gift. Along with fundraising, we take pride in our ability to generate change by supporting non-profit agencies, collaborating with partners, and rallying the region together for a social purpose.

Good business is no longer just about making a profit. Being socially and culturally responsible is more important than ever to customers, employees, investors and other stakeholders. Customers care if a business makes a positive difference in their community and in the world. In many cases, it's even more important than price when it comes to making a purchasing decision.

Not only is taking this direction a noble objective, businesses who take corporate responsibility seriously tend to have a better public image, a more loyal customer base, and increased employee satisfaction, which are all key ingredients for sustainable business management.

Consumers are motivated to be more socially conscious, and supporting those in need. Creating a business environment which is open to supporting community members gives them some friendly options. By advertising your association with the United Way, customers recognize your business as social-minded, caring and rooted in support our community.

Giving back is good for business

Giving to United Way ensures your corporate and personal donations are stewarded with the utmost care, to generate the biggest impact. The United Way issues tax receipts for the full amount of your donation and can provide detailed reports about where your money went and the impact it had in the community.



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WHO WE SUPPORT



AUTISM SOCIETY
OF THE REGIONAL MUNICIPALITY OF WOOD BUFFALO



GOLDEN YEARS
SOCIETY
FORT McMurray
ALTA



LOCAL HERO
FOUNDATION



Multicultural Association
of Wood Buffalo



ST. AIDAN'S
SOCIETY



St. Aidan's
Society



Safe
Community
Wood Buffalo



KidSport



Canadian Mental
Health Association



NORTHREACH



LCC
LEGACY COUNSELLING
CENTRE
HAND TO HAND TOWARD WHOLENESS



WOOD BUFFALO
WELLNESS SOCIETY



THE HUB
FAMILY RESOURCE CENTRE



THE
SALVATION
ARMY



The
Children's
Centre



JSYF
JUSTIN BLAKE YOUTH FOUNDATION



SOME OTHER SOLUTIONS
SOCIETY FOR CRISIS PREVENTION



CENTRE
OF HOPE



WAYPOINTS



WAYPOINTS




THE CHALLENGE IS ON

United Way Fort McMurray is well known across Canada for its highest, per-capita donations compared to United Way organizations in the country. In 2021, with a population of 68,002 (according to Canada Census), we raised \$3, 840, 000, that's **\$56.46** per person!

THE CHALLENGE IS: Inspire all of your staff, co-workers, clients, partners...to donate to the annual campaign.

A GREAT WAY TO PITCH THIS CHALLENGE:

Based on the Alberta and Federal Tax credits, the after tax cost of a \$200 donation is only \$50! So, **encourage \$200** donations (or more) to United Way. We win and you win too!

2023 TAX BENEFITS		 United Way Fort McMurray and Wood Buffalo		
Annual Donation	\$200.00	\$500.00	\$1000.00	\$2500.00
Federal Tax Credit	\$30	\$117	\$262	\$697
Alberta Tax Credit	\$120	\$183	\$288	\$603
Total Savings	\$150	\$300	\$550	\$1300
Cost After Tax	\$50	\$200	\$450	\$1200

HERE'S WHAT YOU CAN DO:

1. Set a goal of raising at least **\$56.46** per person in your office/department/business.
 - a. Donate generously through payroll deduction or online at www.fmwbugunitedway.com
 - b. Attend a United Way Fundraising Event
 - i. Sparkle in Red (Dancing with the Stars) October 14th
 - ii. YMM Halloween (Kids event) October 21st
 - iii. Jail and Bail, November 9th
 - iv. Information about these event can be found on our website www.fmwbugunitedway.com
2. Post your fundraising efforts on social media and challenge others to join!

For more information, please connect with Tammy McGlennon at tmcglennon@fmwbugunitedway.com