

CHANGE LIVES AND
BUILD COMMUNITY
THE UNITED WAY
GIVE TODAY!
uwgv.ca



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MAJOR GIFTS
BE AN AGENT OF CHANGE

YOUR MISSION: To change lives and build our community.

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Who We Are and What We Achieve

United Way is the largest non-government funder in the Capital Regional District (13 municipalities and the southern Gulf Islands). Since 1937, we have invested over \$140 million in building stronger, healthier local communities. Every year this total grows.

Do you want to impact our community to improve the lives of children, the poor, seniors, and people with disabilities, addictions, and mental health challenges? If you believe that being part of a continuum of services which work together is the formula for success, then we hope you will support United Way in a significant way.

United Way ensures that a strong network of services exists throughout the region. When you donate funds to United Way, we work with community partners so that your dollars have the greatest influence in the lives of our citizens. We utilize a comprehensive accountability framework to facilitate efficiency and effectiveness. We measure performance against outcome goals, and report back to you on the important work being done in our community.

“IN THE DEPTH OF EVERY HUMAN PERSON IS ‘LIVING WATER’ THAT IS A SOURCE WHICH IS LIFE ITSELF. WHEN THIS SOURCE IS ACCESSED, LIFE WITHIN BEGINS TO WELL UP AND A PERSON CAN EVOLVE AND GROW AND SEE THEMSELVES IN NEW WAYS.”

– Margaret O'Donnell, Executive Director, Oasis

A Caring Community Benefits Everyone

Do you know that United Way actually leads the way in social change by addressing root causes of problems facing individuals, families and neighbourhoods? We work closely with our community partners to prevent issues from becoming crisis situations.

United Way funds over 100 programs that help *“All that kids can be, From poverty to possibility and Strong communities.”* Can you imagine what lives would be like if these programs did not exist?

Some examples of the benefits that your gift will make include childcare to help moms of children with disabilities so they can go to support meetings, weekly dads' support group sessions for single fathers in crisis, opportunities for people to regain work experience while they learn to deal with challenges from brain injuries, assistance for people struggling with addictions to go to detox centres, violence prevention workshops for youth, exercise classes for vulnerable seniors, classes for new immigrant youth to learn about and connect with their new communities, assistance for seniors experiencing grief, loss, isolation and loneliness. The list goes on.

Who among us has not experienced this kind of need, whether first hand or through a family member, friend or colleague? We are all familiar with the phrase “our lives can change on a dime.”



Why Invest in a Major Gift With United Way? To Build Financial Stability for Individuals and Families

BC has had, for many years, one of the highest child poverty rates in Canada. This fact is a shocking reality. Children remain poor because their parents remain poor, while struggling to do their best. Yet studies have shown that a significant return on investment of nine percent occurs when we invest in young children. Improving the well-being of children saves our community money and improves quality of life for all.

Keeping people healthy can reduce the need for more costly treatment later on. Moreover, healthy people generate greater economic growth because they have more chances to maximize their potential. Research also indicates that every dollar invested in health promotion for all yields a return on investment of \$6 to \$8 in health cost savings.

Imagine the impact a major gift of \$10,000 could have in our community. By bringing together skills, knowledge, compassion and financial resources, we can change lives for the better for at-risk children and youth, people living in poverty and our community's seniors. When we provide support to those who need it, the lives of those around them also improve.

While each and every gift is important to us, and wide participation is essential, high impact donations transform our ability to meet social needs and build a better, more sustainable future. You may choose to establish a "named" fund and direct it to a particular impact area of your choice – *"All that kids can be, From poverty to possibility or Strong communities."*

We encourage your active participation in this decision-making.

Ways to Give

Gifts by cheque, Visa, or MasterCard may be made at any time, including donations in memory or in honour of loved ones or special friends. Donation receipts are issued upon receipt of your gift. You can structure your gift in installments if you prefer.

Publicly Traded Securities given directly to the United Way allow you to avoid the related capital gains tax.

Endowed Funds allow you to provide a steady and dependable source of income to United Way. We will work with you to establish the parameters in one or more of our impact areas to tailor your endowment to meet your philanthropic needs. You and others can add to the fund during your lifetime and beyond to leave your community a sustaining legacy. In addition, your endowment can be held in perpetuity or for a defined period of time.

Life insurance provides a way to make a gift to the United Way without affecting your estate. A policy can be paid for with regular payments, or you can change the ownership of an existing policy. Tax receipts are issued when United Way is named as beneficiary for either paid-up policies, or for premiums paid annually. The size of your donation exceeds your contribution.

BC HAS HAD, FOR MANY YEARS, ONE OF THE HIGHEST CHILD POVERTY RATES IN CANADA. THIS FACT IS A SHOCKING REALITY. CHILDREN REMAIN POOR BECAUSE THEIR PARENTS REMAIN POOR, WHILE STRUGGLING TO DO THEIR BEST.

We Appreciate Your Gift! How United Way Recognizes Major Gift Donors

- Our CEO issues formal receipts for income tax purposes with a thank you letter.
- Major donors are listed in our Honour Roll and on our website at specified donation ranges, unless you indicate otherwise.
- Major donors are invited to our Leaders Reception each year.
- Naming opportunities exist with the establishment of an endowment.
- Major donors may be taken on a community impact tour of choice.
- Major gifts may be publicized to internal and external United Way audiences.
- Major gift donors may have a feature article in United Way publications and/or on the website.

YOUR GIFT WILL BE INVESTED IN PROGRAMS THAT IMPROVE THE LIVES OF OUR COMMUNITY'S MOST VULNERABLE CITIZENS. **THANK YOU.**

Major Gifts Pledge Form

I would like to support the United Way with a major gift (\$10,000+). TOTAL GIFT: \$_____

☐ CHEQUE Made Payable to the United Way Greater Victoria

PLEASE CHARGE MY CREDIT CARD:

☐ VISA ☐ MASTERCARD

CARD NUMBER _____ EXPIRY DATE _____

SIGNATURE _____

NAME _____

ADDRESS _____

CITY _____ POSTAL CODE _____

PHONE _____

EMAIL _____

☐ I have named United Way Greater Victoria in my will

☐ I would like information on Planned Giving

☐ I would like information on United Way Endowment

UNITED WAY GREATER VICTORIA is a registered charitable organization under the Societies Act and is governed by a Board of Directors.

Charitable Business Number: 119278224RR0001

For additional information or to discuss your gift, please contact:

Director of Fund Development

United Way

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Victoria, BC V8V 3K8

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