


Financial Empowerment

United to reduce debt, grow savings, build assets.

THE ISSUES:

1 in 10 Calgarians live in poverty



1 in 3 Calgarians worry about being able to pay for housing and basic needs.

85,090

Children in Alberta live in Poverty

ENOUGH FOR ALL GOALS:

All Calgary communities are strong, supportive and inclusive.

EVERYONE IN CALGARY HAS THE INCOME AND ASSETS NEEDED TO THRIVE.

Everyone in Calgary can easily access the right supports, services and resources.

All Indigenous people are equal participants in Calgary's prosperous future.

COMMUNITY PARTNERS:



OUR CITYWIDE GOAL:

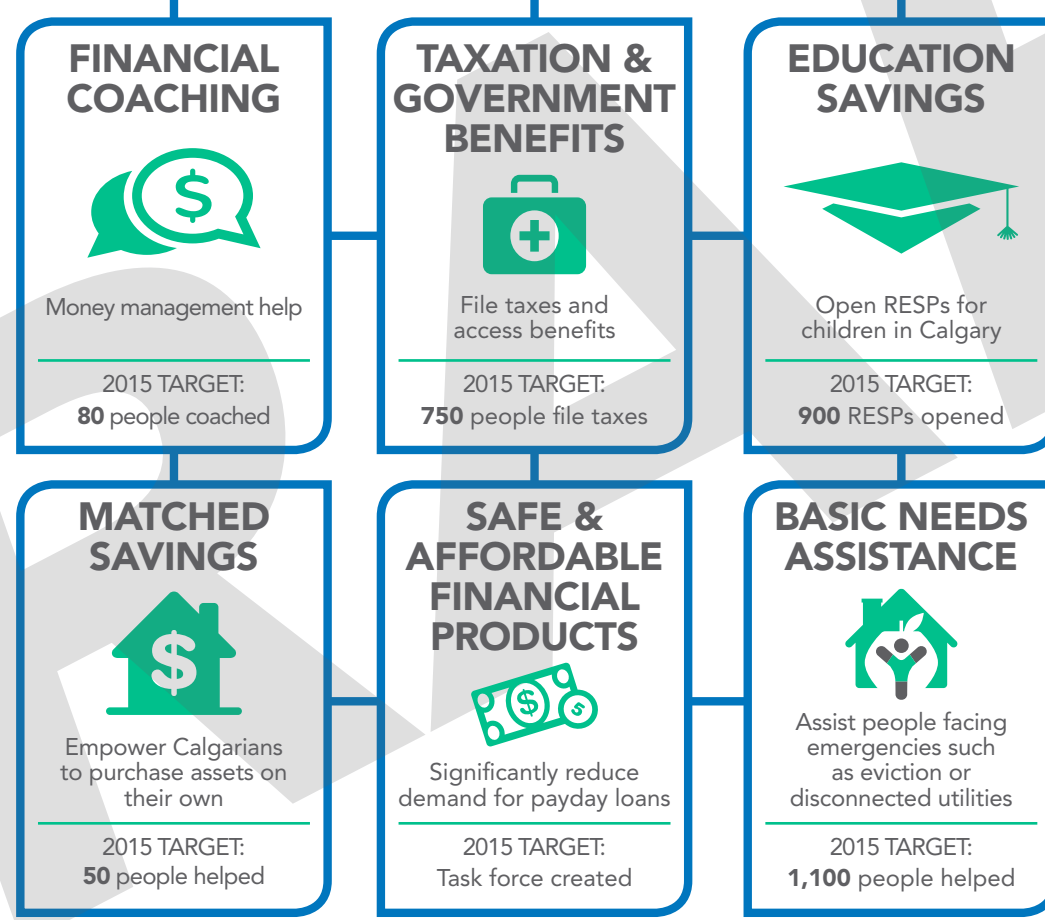
REDUCE POVERTY 50% by 2023

in Calgary by

THE APPROACH:

REDUCE DEBT GROW SAVINGS BUILD ASSETS

There are **SIX INITIATIVES** within the Financial Empowerment Model. Work in these areas is already in motion. Rather than trying to develop new initiatives, United Way, along with our community partners, is expanding the reach and availability of these approaches that have already proven to be successful.



The Financial Empowerment Model is being implemented at a critical time in our current economic climate. Together we can help the 127,000 Calgarians who are experiencing financial stress and prevent others from slipping into poverty.

The fundraising goal for Phase 1 of the Financial Empowerment Model is \$3 million. This will support the \$500,000 already invested by United Way of Calgary and Area and The City of Calgary for 2015 programming.

PHASE 1 SHORT-TERM RESULTS

2016 - 2018

FINANCIAL COACHING	1,000	people receive financial coaching
TAXATION & GOVERNMENT BENEFITS	2,500	people file their taxes
EDUCATION SAVINGS	6,200	RESPs opened for children in Calgary
MATCHED SAVINGS	400	individuals receive matched savings
SAFE & AFFORDABLE FINANCIAL PRODUCTS	500	safe loans are provided
BASIC NEEDS ASSISTANCE	3,300	people in crisis access support

TRANSFORMATIONAL CHANGE IN THE WAY OUR CITY SUPPORTS LOW-INCOME CALGARIANS

PHASE 2 LONG-TERM RESULTS

2018 - 2023

<p>Decreasing the debt of low-income Calgarians by \$7.14 million by 2023</p>	<p>Increasing savings by \$1.16 million for approximately 2,400 Calgarians by 2023</p>
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