

TOMORROW FUND

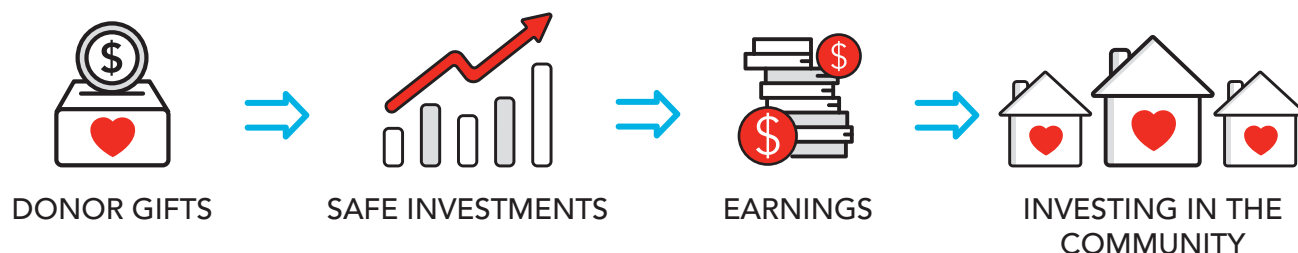
2024 ANNUAL REPORT TO INVESTORS



United Way
Calgary and Area

THE TOMORROW FUND— UNITED WAY'S LEGACY FUND

IMPACT NOW. IMPACT FOREVER.



The Tomorrow Fund is United Way's legacy fund—a long-term community investment for Calgarians to build powerful legacies that reflect their values and vision for the future. Gifts are invested long-term, and the interest earned pays dividends in the form of community investments that address pressing social issues and support local programs.

By investing in the Tomorrow Fund, you are building a powerful legacy beyond your lifetime.

You are helping create a resilient and caring community—today, tomorrow and for generations to come.

\$4,388,000 INVESTED IN OUR COMMUNITY

In recent years, Calgarians have faced growing challenges—from financial strain and limited job opportunities to increased mental health needs and social isolation—making it harder for individuals and families to thrive. The Tomorrow Fund empowers us to enhance current projects, maintain stability in supporting our partners and launch new endeavors. The Tomorrow Fund continues to provide lasting support to Calgarians by ensuring long-term community investment when it is needed most.



In 2024, income from gifts to the Tomorrow Fund provided:

\$3,020,000 TO SUSTAIN SERVICES IN OUR COMMUNITY

Over the past few years, many Calgarians continued to face significant challenges—from the rising cost of basic necessities and limited job opportunities to the widening effects of systemic inequities. These pressures can make it difficult for individuals and families to break free from cycles of poverty. At the same time, more than half of Calgarians have reported needing mental health support, which has escalated concerns regarding how unhealthy relationships and social isolation are affecting the well-being of our community.

In 2024, The Tomorrow Fund invested **\$3,020,000 into programs and services that offer immediate support and long-term solutions** to help tackle the complex and interconnected issues faced by our community. These initiatives focus on breaking down barriers to access, supporting mental health and well-being, creating safer relationships and fostering meaningful social connections. By empowering individuals and strengthening our community bond, the Tomorrow Fund is helping to build a more inclusive, resilient Calgary—one where everyone feels safe, supported and has the opportunity to thrive.

\$1,318,000 TO BUILD A BRIGHTER FUTURE WITH FAMILY FUNDS

United Way's Family Fund Program, as part of the Tomorrow Fund, has allocated \$1,318,000 to Calgary and Area. These donations would not be possible without the vision and generosity of our donor families to support meaningful community impact.

Investments in the Family Fund program, (United Way's version of a donor-advised fund), empowers families to respond to urgent needs today while building lasting solutions for the future.

We're grateful to every family involved for helping shape a stronger, more connected city through their thoughtful engagement and commitment to our community.

THANK YOU FOR YOUR GENEROSITY

Thank you to our generous supporters for their annual gifts to the Tomorrow Fund, and to our Promise Donors who have shared their commitment to leaving a legacy gift that ensures the Tomorrow Fund can support future generations. Dedicated staff members are here to answer your questions and provide information on Wills and estate planning, family funds and additional legacy giving options.

Please contact our Planned Giving Officer for more information at planned.giving@calgaryunitedway.org



 calgaryunitedway.org

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To access additional resources or for additional support please contact our strategic giving team:

Planned Giving Officer
planned.giving@calgaryunitedway.org