

PAINT A PICTURE OF HOPE



FROM SURVIVING TO THRIVING

With a generous lead gift from Encana Corporation and Cenovus Energy, CUPS has launched its largest expansion campaign to date.

> **Painting a
brighter
tomorrow**



CAMPAIGN SUMMARY

This **\$20 million expansion project** will ensure CUPS' future and build on the successes we have achieved.

WHY NOW?

- > Over 4,000 members of our community are without a home.
- > Thousands more suffer the devastating effect of Calgary's dramatic economy.

WHY CUPS?

- > For over 20 years, a special group of dedicated donors and supporters have allowed CUPS to successfully address the root causes of poverty.
- > Your gift will make a significant impact as CUPS strives to do more in the following three key areas:

Health:

Lengthy waiting lists to access our comprehensive medical clinic will be diminished through an EXPANDED HEALTH CLINIC.

Education:

Hundreds more children will be given a better chance to reach their full potential through the addition of CUPS' 0-3 YEARS CHILD DEVELOPMENT CENTRE

Housing:

Calgary has over 4,000 homeless and more than 78,000 living in poverty. CUPS' Rapid Exit Program has successfully HOUSED 1,700 INDIVIDUALS AND FAMILIES. Each year, they will do more.

WHY YOU?

- > Make an investment in YOUR community. Become a part of CUPS' future as we continue to meet the needs of Calgary's most vulnerable.

MESSAGE

from the Chair

I invite **YOU** to participate in CUPS' \$8 million **Paint a Picture of Hope; From Surviving to Thriving** campaign. This project is signified by a paintbrush. This is a symbol of empowerment and inspiration. We seek your support in building a new home for CUPS. This will expand our efforts of putting hope into the picture for those overwhelmed by poverty.

We hope that you will help launch CUPS into a new era where no individual, family or child is forgotten. If you say "yes" and become a part of CUPS' world, **I promise that you alone will help save lives.**

Because of you, a struggling family will finally have a place to call home, a child will have the chance to learn and play in a safe nurturing atmosphere, and an individual's neglected health needs can be given compassionate care.

YOU have the power to help end the cycle of despair and bring warmth to the heart of poverty.



Join me.

Pick Up a Brush. Let's Help Save a Life!

A handwritten signature in white ink on a blue background, appearing to read 'Milan Cacic'.

Milan Cacic
Chair - Campaign Committee

WHY NOW?

PAINT A PICTURE OF HOPE

for those overwhelmed by poverty - so that no individual, family or child is forgotten.

> Federal and Provincial Governments across Canada lose between **\$8.6 billion and \$13 billion in income tax revenue to poverty every year.**

(SOURCE: Canadian Institute For Health Information)

> Many families move in and out of poverty depending on the availability of employment, health issues and the stability of housing. Between 2002 and 2007, **more than 1 in 4 (28.7%) children in Canada lived in a low-income family for at least one year.**

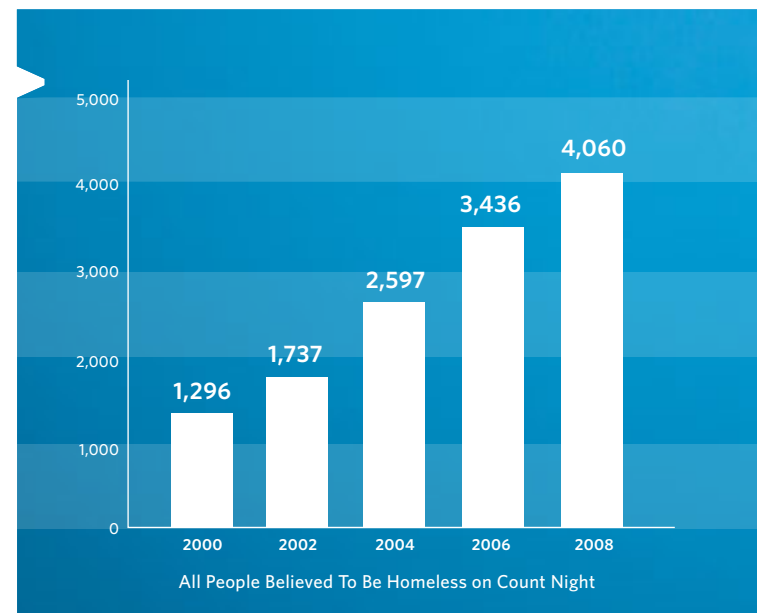
(SOURCE: Statistics Canada, Income Trends in Canada 1976-2007).

POVERTY HAS A PRICE TAG FOR ALL CALGARIANS

> As of May 2008, it was estimated that **4,060 Calgarians and 100 children were on the streets without home.**

(SOURCE: Vibrant Communities, August 2009)

COUNTS OF HOMELESS PEOPLE IN CALGARY FROM 2000-2008



SOURCE: Calgary Homeless Foundation

AVERAGE ANNUAL COST OF CHRONIC HOMELESSNESS FOR ONE INDIVIDUAL

Shelter Use & Rehab	\$40/DAY	\$17,520.00/YEAR
EMS and Fire*	\$275.60/CALL	\$2,205.52/YEAR
Police**	\$84/CALL	\$279.04/YEAR
Hospital		\$12,200.00/YEAR
Remand Centre	\$108.72/DAY	\$3,761.72/YEAR

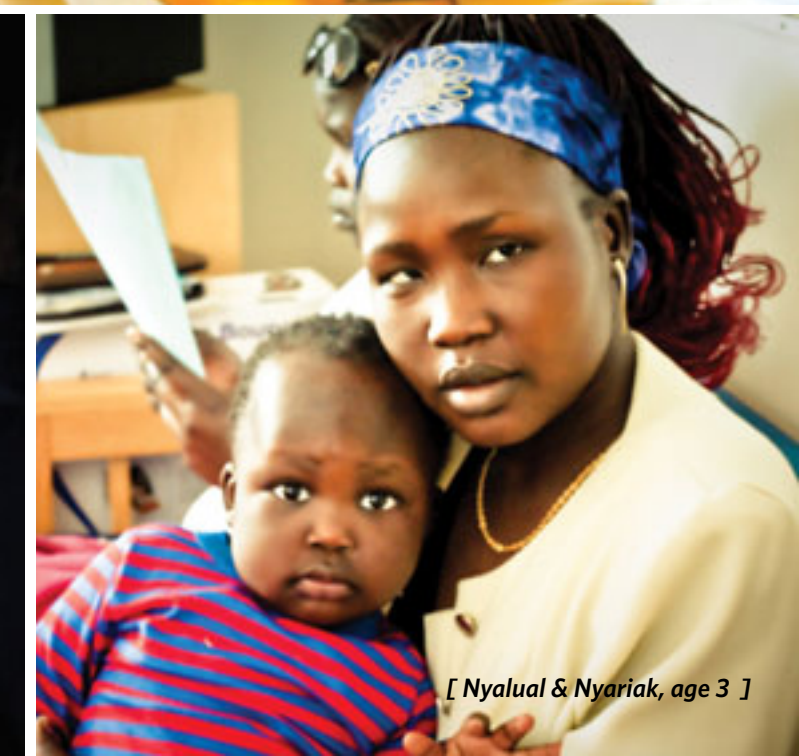
SOURCE: Calgary Homeless Foundation

* Calls to EMS and Fire average to 8/year

** Calls to Police average to 3.3 calls/year



In 2009, **124,719** Calgarians relied on the Calgary Food Bank. **43%** of those were children.
(SOURCE: Calgary Food Bank)



WHY CUPS?



[Halim & Aliya, age 2]

We're prepared to do the work, if you're prepared to help.

MISSION STATEMENT

We seek through compassionate healthcare and social and educational services to nurture and promote healing to those who have been rejected or neglected by society.

Out of Christian concern for people with many needs in Calgary, our work is founded on the conviction that at the heart of all religious faith is a deep affirmation of the **worth and dignity of every human being.**

We strive to be aware of the suffering and brokenness in ourselves and in our community. We work to provide support and **empowerment to individuals and families.** We welcome and serve all persons from all backgrounds.

Our focus is on human healing. Our resources are offered in this service, and the boundaries of our work know no limits other than those of human need.

“CUPS is a well-run organization. The staff is focused, dedicated and knowledgeable about the best practices in their profession and the segment of the population they serve. My interest in this group goes back to a fundamental of investing in people - when supported, they see most immediate change and rapid increase in their potential.”

- Michael Lang, CUPS' Board Chair

“Everyone deserves a chance to live a life with dignity and hope - to have access to help when it's needed, whether it's for an individual or an entire family. Cenovus Energy recognizes the enormous contribution CUPS and its staff make in our community to provide valuable support, development and services for those in need.”

- Vicki Reid, Manager - Community Affairs
Cenovus Energy

“For two decades CUPS has provided valuable housing, education, and healthcare services to families and individuals experiencing poverty and homelessness. The City of Calgary is proud of our 15 year partnership with CUPS in support of housing and family outreach initiatives to help build a brighter and more stable future for the most vulnerable in our community.”

- Dave Bronconnier, Mayor

“CUPS is a central part of Calgary's social services network. EnCana and its employees are long time supporters of CUPS because we recognize family and community wellness is essential in creating and maintaining a healthy, vibrant city.”

- Patricia Etris, Team Lead - Community Investment,
Encana Corporation

“CUPS provides valuable services to the most vulnerable members of our community. I am proud of our partnership with this group of dedicated people who are passionate about working toward change in our community.”

-Rick Hanson, Calgary Police Chief

THE CANVAS IS PRIMED

CUPS is a **leader** in addressing the root causes of poverty by partnering with over 15 community agencies.

CUPS HEALTH AND EDUCATION CENTRES OVERVIEW

Health

Head to toe—from psychiatrists to foot specialists—The CUPS Health Clinic covers all that it can when it comes to **promoting wellness for those in poverty.**

- > 1,662 Mental Health visits in 2009
- > Outreach nurses brought healthcare to 632 women in domestic abuse shelters

Education

The scope of the CUPS' education programs is wide ranging and helps participants of all ages **learn strategies to overcome poverty and achieve independence.**

- > 9,151 adults and 4,241 children visited the Family Centre in 2009
- > 28 participants accessed educational bursary funds totaling \$44,308.30 since 2009

Housing

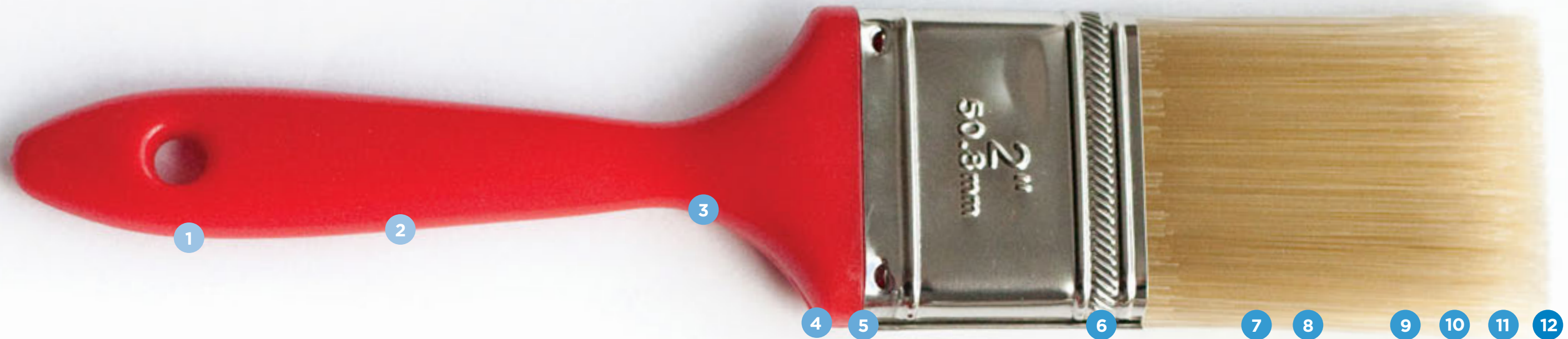
The Rapid Exit program and its Housing Locators assess barriers that prevent stable housing and then work with the applicant to **create a sustainability plan.**

- > 90% retention rate of persons housed
- > 33% reduction in shelter use
- > 125 successful working relationships with local landlords



HOW WE BEGAN

CUPS has the capacity to contribute more to the quality of life and productivity of our Community.



1> 1980's - Several downtown churches meet to develop an ecumenical project to provide referral services and basic medical care to the people arriving at their doors in search of help.

2> 1988 - The Central United Church purchases a building on 7th Avenue to house the Calgary Urban Project Society (CUPS). Referral Services and healthcare were provided entirely by volunteers.

3> 1994 - CUPS purchased a former bar on 7th Avenue, which provided a convenient location for the population served.

4> 1996 - CUPS launches its *Community Outreach* program with support from the City of Calgary.

5> 1997 - The CUPS *Family Centre* is created to help the increasing number of low-income families who were requesting CUPS services.

Calgary Street Talk is born. This monthly newspaper tells the story of poverty in Calgary and the world.

6> 2002 - To address the root causes of poverty, CUPS continued to expand its range of services and converts another former bar on 11th Avenue to the *One World Child Development Centre*.

7> 2005 - EnCana Corporation announces the construction of its new headquarters, THE BOW. At 58 storeys and two city blocks, the project is to be located adjacent to

CUPS' existing 7th Avenue location. EnCana and CUPS discuss relocation opportunities that will allow CUPS to develop its strategy for future growth.

8> 2006 - Renovations were considered. The success of the *CUPS One World Child Development Centre* leads to the launch of its *Social Emotional Early Development (SEED) program*.

9> 2008 - CUPS launches the *Rapid Exit* program to provide affordable housing during Calgary's economic downturn.

The success of the *CUPS One World Child Development Centre* leads to the launch of its *Social Emotional Early Development (SEED) program*.

10> 2009 - CUPS and EnCana sign an agreement allowing CUPS to begin plans to move to its new home and free up the existing CUPS location for possible future development. CUPS applies for a development permit for 1001 - 10th Avenue SW, Calgary.

EnCana splits into two distinct companies, Encana Corporation and Cenovus Energy. Both companies will occupy THE BOW.

11> 2010 - The development permit is approved.

12> 2011 - CUPS will relocate to 1001 - 10th Avenue SW, Calgary.

WHY YOU?

We are all members of this vibrant and growing community and **YOU** can help us respond to the pain of poverty.

Invest in a brighter picture.
Invest in YOUR community.
Our time is NOW.

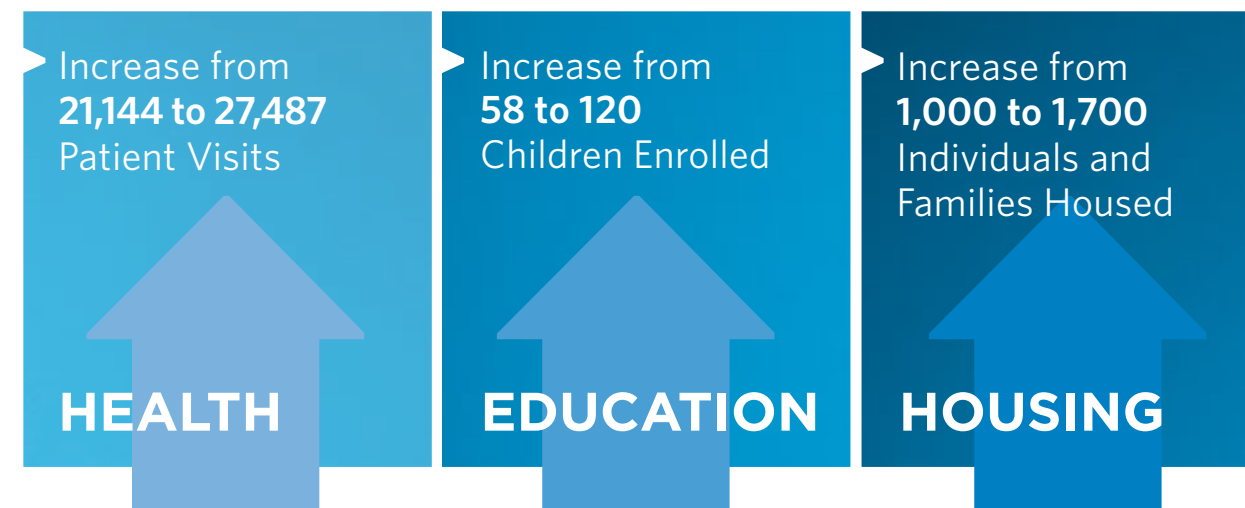
With the support of community leaders just like YOU, CUPS brings individuals, families and children from surviving to thriving.

We want to see individuals, families and children become:

- > **Healthy**
- > **Self-reliant**
- > **Productive**

INCREASE CUPS' IMPACT WITH YOUR SUPPORT

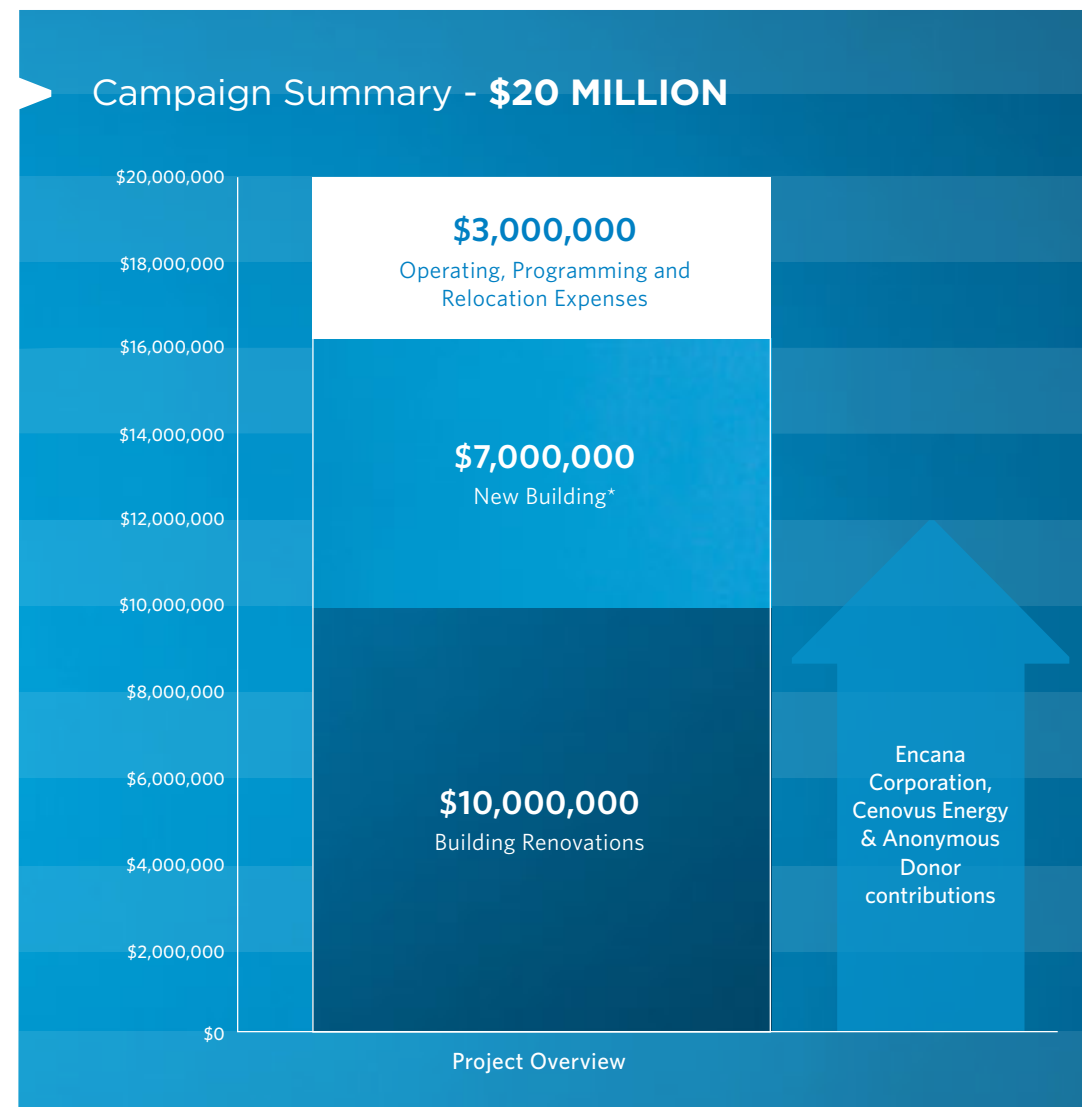
Together with our shared vision of addressing the root causes of poverty in Calgary this new facility will provide an **overall increase** in our 3 key areas:



[Emie Lou, age 3]

A PICTURE OF HOPE

We will need new financial resources to expand CUPS beyond its current scale and to build the CUPS of tomorrow.



*New building purchase was \$7 million, however CUPS has secured \$5 million in revenue from the sale of the 7th Avenue building



CUPS' new home will expand our efforts to end the cycle of despair that poverty creates

[1001 - 10th Avenue SW]

The new facility will house the expanded CUPS Health & Education Centre

> This new space will welcome the following teams in one location:

- Outreach & Downtown Outreach Addictions Program
- Family Centre staff
- Rapid Exit Housing Team
- CUPS' Administration staff

HOW YOU CAN PAINT A PICTURE

YOU have the opportunity to make a significant difference in the lives of others.

Make a gift to CUPS **TODAY.**

HOW TO GIVE

> Celebration Donations

Make a meaningful gift to the campaign in honor of a loved one.

> Legacy Gifts

Paint a picture that will last forever. Gifts can be tailored to fit your financial and estate planning needs. Gifts of insurance also offer valuable tax benefits.

> Corporate Gifts

We are proud to live in a community whose business leaders embrace philanthropy as part of their professional vision. Find out if your company runs matching gift programs to maximize the impact of your gift.

> Gift in Kind

Gifts of equipment, supplies or other non-cash donations may also be accepted. Contact CUPS today to find out how your gift in kind can directly support our efforts.

> Monthly or Annual Giving

Pledge a gift over time to the campaign through the convenient choice of debiting your bank account or credit card on the same date each month. Your gift will support the ongoing efforts of CUPS new programs and facility.

To make a gift today, visit us at cupscalgary.ca



Together we can produce a Masterpiece



[Phillip, age 4]

PAINT A PICTURE OF HOPE

CUPS' *From Surviving to Thriving* campaign committee



Milan Cacic, *Chair Campaign Committee*



Michael Lang, *Chair CUPS' Board of Directors*



Linda Shaikh, *Director CUPS' Board of Directors*



Abby Badwi, *Director CUPS' Board of Directors*



Rob Dawson, *Treasurer CUPS' Board of Directors*



Carlene Donnelly, *Executive Director*



Karen Denny, *Director Fund Development*



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DESIGN Zero Gravity Inc. PHOTOGRAPHY A.J. Valadka TEXT & EDITING Karen Denny & Patricia Mestek



**Will YOU
pick up
a brush?**



**If you want more information on how to
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