

Community Hubs take an innovative approach to reducing poverty by building community. They create opportunities for kids, families, and individuals to enjoy a higher quality of life and live in stronger, more resilient neighbourhoods.

Why Community Hubs

- In our current economic climate, anyone can be vulnerable. We have an increasing number of kids and families in Calgary facing poverty, hunger, and social isolation who need community supports and connections close to home.
- We know that the community we live in impacts the kinds of chances we have in life. When supports and services can be easily accessed we will have safer neighbourhoods with less poverty and a higher overall quality of life.
- Community Hubs are a key recommendation of *Enough for All*, Calgary's poverty reduction strategy.
- Community Hubs will make a difference in the lives of nearly 200,000 Calgarians who live in the six priority communities: Bowness, Sunalta, and Vista Heights and the districts of Greater Forest Lawn, North of McKnight, and Village Square.
- Rotary will provide bold community leadership as a Founding Partner of the Community Hubs initiative by partnering with United Way, The City of Calgary, community residents, and dozens of local agencies and businesses to build, fund, and activate Community Hubs across our city.

Please see questions 1 - 7 in the attached FAQ's for more information about the Community Hubs initiative.

We Are Stronger Together

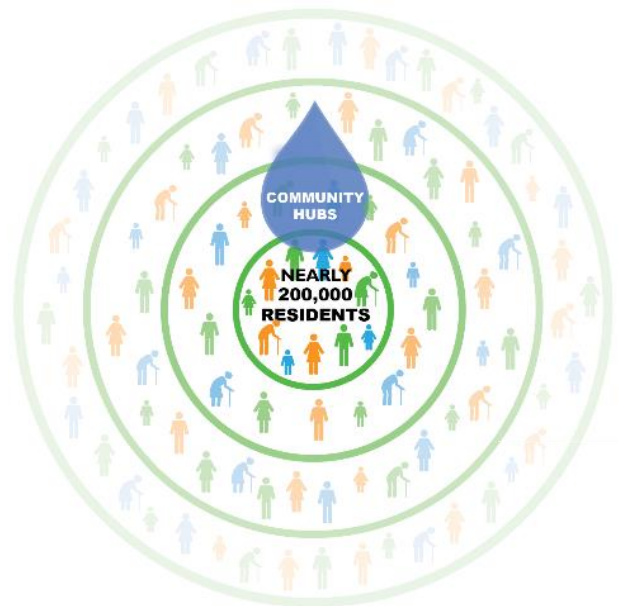
The Community Hubs initiative has a budget of \$21M. Rotary has been invited to join as a Founding Partner for \$2M. Each Founding Partner brings much more than a financial investment to the project:

The City brings expertise in community development, citizen engagement, and recreation leadership as well as extensive operational, programming, and infrastructure resources to this project.

United Way is a strategic activator, mobilizing people and resources to bring innovation to life. United Way will evaluate impact and share our social issue expertise as we create real change in our city.

Rotary brings international experience with sustainable economic development into our local communities. Rotary's network of influencers will help drive community leadership, volunteerism, and strong governance within the Hubs.

Rotary's \$2 million investment over five years will be used in support of the community engagement and consultation process. This investment will also support the construction and/or renovation of the physical Hub facilities, as well as the programming and operations within each location.



"No single organization can solve our city's shared problems. Partnering with community leaders will leverage our collective expertise and amplify our impact."

– Lucy Miller, President and CEO of United Way of Calgary and Area

Doing Business Differently

Community Hubs are an exciting new approach to poverty reduction because of the high degree of community consultation and involvement. Each Community Hub will have a distinct character and reflect the diverse needs and spirit of its community. A governance structure - designed to include both resident leaders and Rotary representation - will ensure that the six planned Hub sites will serve the needs of local communities and are set up for long-term success.

Sustainability is a key focus of the Community Hubs initiative. This partnership will build the capacity of local leadership to sustain Hub operations following the initial investment period. Three resource streams will ensure the sustainability of Community Hubs:

- Enhanced United Way and City of Calgary resources and supports
- Grants and sponsorships from other funders and corporations
- Revenue generating opportunities such as social enterprise and facility rentals

Connecting Residents & Rotary

As a Founding Partner, Rotary will fill leadership roles at all levels of the Community Hubs initiative. From hosting barbeques and community consultations, to holding governance roles on advisory and steering committees; from operating programs like Stay In School and Christmas Hampers, to partnering with residents to launch community-wide projects, Rotary's involvement will extend far beyond a five-year financial contribution.

"My neighbour's strength is my strength."

– Naheed Nenshi, Mayor of Calgary

Community Hubs will also introduce Calgarians to Rotary in a new way. Rotary will benefit from enhanced visibility among the hundreds of Calgarians who access the Hub sites daily, as well as an increased social media and online profile as United Way creates a specific marketing strategy for this partnership.

Engaging the Next Generation



Much of the work Rotarians are doing in Calgary can also be done at Community Hubs. Leveraging Rotary's youth leadership programs like Rotaract and Ignite, Community Hubs create excitement and new opportunities for the next generation of leaders to get hands-on experience in their communities. Our millennial research points out that young people want to see the impact of their efforts and share their philanthropy with their friends. To harness this energy, United Way's successful Gen Next strategy has attracted over 1,550 millennials to get involved and take action, while engaging thousands more on social media. Community Hubs offer many opportunities to partner with millennials, building increased awareness of Rotary and opening new recruitment channels within this important demographic.

Community Hubs Create a Legacy

Together, our combined leadership and histories of excellence will strengthen our city now and in the future. Kids and their families will be a part of a community that has a positive influence on their lives. They will have a safe place to go after school, a place to connect with their neighbours, a place to learn new skills, and find help if they need it. These kids will soon grow up and become leaders in our city.

Rotary, United Way and The City have the chance to make an impact on what the future holds for them.

