

# BETTER BRAINS BUILD BETTER LIVES.

Community Impact 2017–2018



**The challenge:** Many Calgarians struggle with the adverse effects of poverty and traumatic life events.

**The response:** Backed by brain science, we help people improve their lives by building resilience.



We're one of Canada's most effective charities.



**FACT:** Living in poverty is one of the greatest predictors of poor school readiness by age 5.

**IMPACT:** Almost all children who complete 3 years of our child development program are academically on par with their peers by Grade 1.

**FACT:** The average annual cost of system usage like hospitals, corrections and shelters by a homeless person in Calgary is estimated to be \$100,000.

**IMPACT:** Last year, CUPS helped over 5,000 people stay successfully housed and connected to their community.



# 11,423

23% increase in client visits over last year.

# 40,416

Patient visits in a year.



**FACT:** Low-income Calgarians face many barriers to accessing adequate healthcare including a lack of education, complications with health insurance and a distrust of healthcare providers.

**IMPACT:** Focused on removing access barriers, CUPS health services had more than 40,000 patient visits last year.



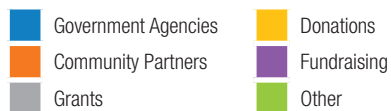
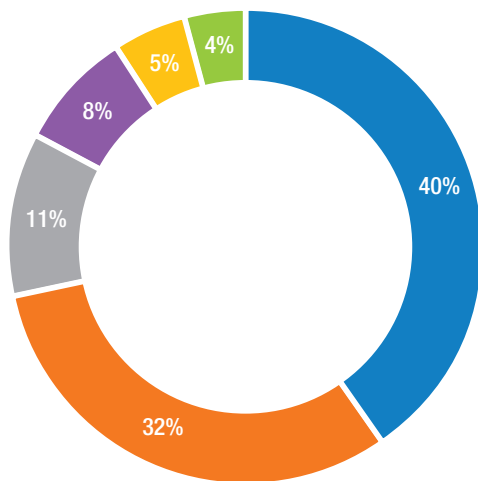
**It's not what's wrong with you – it's what happened to you.** Lifelong health is shaped by experiences early in childhood. We are using the latest brain science to help people address these challenges and to end the cycle of poverty and trauma. Through partnerships with the Alberta Family Wellness Initiative, the University of Calgary and the Harvard Center on the Developing Child, CUPS uses science to help clients succeed.

# FINANCIAL PERFORMANCE

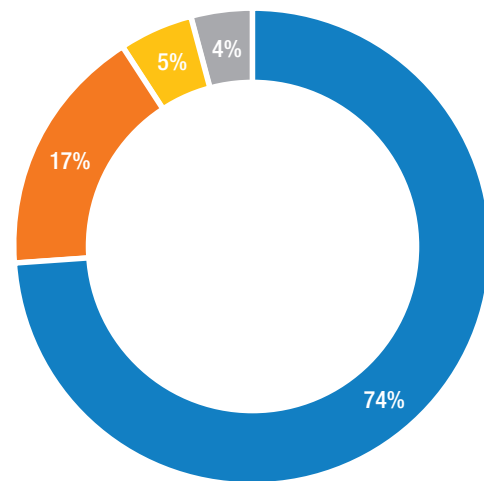
Year ended March 31

	2018	2017
REVENUE	\$ 15,683,530	\$ 14,199,102
OPERATING EXPENSES	\$ 14,665,005	\$ 13,345,087
AMORTIZATION	\$ 611,653	\$ 739,198
INCOME FROM OPERATIONS	\$ 406,872	\$ 114,817

Funding Sources as % of Total Revenue



Funding Uses as % of Total Expenses



Audited financial statements available at [cupscalgary.com](http://cupscalgary.com)

## 10:1 SOCIAL RETURN

For every \$1 donated, we create a \$10 positive impact on society. Thank you for your support. To learn more, visit [cupscalgary.com](http://cupscalgary.com)

 **Top 10 Impact Charity 2017**