Small Change Can Make a Big Difference

Last January I decided that, in addition to my payroll contribution, I was going to enroll in the ChangeIt® program, where you can automatically round up your purchases and donate that "small change" to charities of your choice. I, of course, chose United Way Central Alberta.

It seems that I don't use my credit card very much – on average 5 times a month, but after 12 months, I donated an extra \$27.15 to United Way. For me, it was a painless way to add to my existing contribution.

So far, I'm the only one in Central Alberta using the Changelt program with funds directed to United Way, but last year it was only available through BMO MasterCard. They've expanded the program to about a dozen RBC credit cards, and now you can also donate your Air Miles cash rewards.

I'd like to ask you to consider making this small change for 2016. More information is available here.

Sincerely, Jennifer Forrest, United Way Staff Member