



United Way reminds community that it's never too late to give back

Red Deer, Alberta – Tuesday December 3, 2013 – While the United Way Campaign has entered into its 3rd and final month, staff and volunteers would like to remind people that there is still work to be done in achieving this year's \$2.25 million goal. As of today, the campaign has raised **\$1,622,164** or **72%** closer to their goal.

"We are tracking similar to last year, which we're happy to see but it also shows us that there is some added work that needs to be done in order for us to successfully raise \$2.25 million for Central Alberta," said Dustin Sundby, 2013 Volunteer Campaign Co-Chair. Volunteers and staff are still confident that there is enough time in the campaign to achieve the goal, and are encouraging people who have questions about United Way and the work that is being done in the community to contact the office at 403.343.3900.

"At this point, we need everyone to rally together to make it happen. The need is even greater this year and we know it can make a lasting impact in the lives of over 100,000 people in Central Alberta," said Buck Buchanan, 2013 Volunteer Campaign Co-Chair.

United Way will be opening funding again for the second year in a row to any registered Central Alberta social service agency programs that fit within the Income investment area, which focuses on moving people from poverty to possibility. Applications are already being accepted by United Way and funding decisions will be made early in 2014. United Way's focus on the newly opened funding is to strengthen programs offering support for individuals and families to access affordable independent housing and help them develop skills to obtain long term employment.

There are several ways that someone can contribute to the United Way campaign. Those interested can donate online through caunitedway.ca, through mail or by stopping at the United Way office at 4811 48 Street, Red Deer.

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For more information, please contact:

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