

United Way Asks Central Alberta To Become A Superhero For Change

Red Deer, Alberta – Thursday, September 12, 2013 – United Way’s annual Kick Off Luncheon brought hundreds of people, all dressed in red to the Sheraton Hotel to join in celebrating the launch of the 2013 community campaign and to announce the fundraising goal of \$2.25 million. This four-month drive works to raise funds for services and programs that help 1 in 3 Central Albertans each year.

This year’s event launched the idea that we can all be superheroes by supporting our community, and there is no cape necessary. Among the speakers were three individuals helped by programs and services which receive funding as a result of the annual campaign. With diverse stories and experiences, they highlighted the vast impact that United Way supporters can have on the community. Buck Buchanan and Dustin Sundby, 2013 Volunteer Campaign Co-Chairs also thanked the community for their support last year and encouraged everyone in the audience to become a superhero for change by supporting the 2013 campaign. “People need to realize that although United Way has been around for almost 50 years, we still need everyone’s help to make this campaign a success and to help everyone who needs assistance,” said Buchanan. “There is power in numbers. Last year alone 108,836 people were helped by programs and services supported by United Way and each year, we strive to encourage more people to step forward to support their community so that more people can receive the help they need,” concluded Sundby.

It was also announced that the Leadership Matching Challenge will be moving forward for the second year in a row, with a total of up to \$28,500 to be matched. Thanks to MNP, Warren Sinclair LLP, Canadian Tire North and Peter and Kathy Lacey, all new donors that give at a Leadership level (\$1,000 or more) will have the opportunity to have their donation matched. Any existing United Way donors who increase their gift to a Leadership level or higher will also have their increase matched. “We are excited to be a part of this matching initiative for the second year in a row. We hope that by making our early commitment to this Leadership initiative it will inspire others in the community to make a difference as well. With all of us doing our part, we can make amazing things happen for our community.” stated Don Sinclair.

Also highlighted at the event was United Way’s annual Jumpstart program. This program recognizes companies who have already contributed to the upcoming campaign or made a minimum commitment. In total, companies like Nexus and Johnson Ming Manning raised over \$204,000. “While the campaign goal is more than last year to accommodate the number of those who need help, we’re encouraged to see that campaign is already off to a great start this year,” stated Buchanan. “What a great way to celebrate the launch of the campaign with all these companies and community members who make it all possible in the same room,” replied Sundby. For the fourth year, the Sheraton Hotel was the Platinum Sponsor for the luncheon. Additional sponsors included Willson Audio Visual, REaction Marketing, Dave Brunner Photography, CollinsBarrow, and Bunch Projects.



Each year, United Way mobilizes the power of Central Alberta’s volunteer and financial resources from September to December, to achieve community impact, ensuring that services are available to anyone who needs them. The dollars raised during the campaign are allocated by community volunteers to programs and services which provide strong and lasting impact in Central Alberta. Established in 1965, United Way of Central Alberta is a charitable organization working to improve lives and build resilient communities by engaging individuals and mobilizing collective action.

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