



COMMUNITY NEEDS URGENT RESPONSE FOR HELP

Red Deer, Alberta – Wednesday, December 1, 2010 – At week 11 of the campaign, the United Way campaign has reached 58% of the community goal to invest \$2 million into the local non-profit sector.

With only four weeks left, Volunteer Campaign Chair, Lars Rogers, “urges individuals and organizations to help those who need immediate assistance by making an investment in their community through United Way. This year is unlike any other we’ve seen, adds Rogers, as we have watched the financial storm literally grow before our eyes as other sources of income have dried up. We set out to raise \$2 million, but the community is really telling us the need is much, much larger.”

Funds raised in the 2010 campaign are invested early in 2011 to support people addressing a variety of personal concerns, including managing mental health disorders; teaching youth how to be safe from bullying, violence and sexual assault; helping individuals get off addictive substances, and providing access to adequate housing, food and clothing programs for low income earners.

“The United Way campaign is the last opportunity this year to infuse significant financial support into local agencies and people,” continues Rogers. “Government funding has already been largely predetermined by provincial and federal budgets. Truly, the United Way campaign is the people’s response to helping one another, right here at home. I know that people care passionately about the health and safety of their community – and because there is still such a great need, I know in my heart that people will respond.”

Ways to contribute:

- Challenge a business competitor on who can raise the most funds for the community by December 31st
- Select United Way as the recipient of your 2010 Christmas or social fund
- Choose United Way as your family’s 2010 Christmas gift to the community
- Transfer shares from your investment portfolio to take advantage of tax relief on capital gains
- Make a donation to United Way on behalf of a loved one
- Become a United Way leader by making a gift of \$1,000 or more

Donations over \$200 are eligible for federal and provincial tax credits of 50% (29% federal and 21% Alberta provincial tax credit).

To join the movement to help the community, call (403) 343-3900 to let United Way know what you are doing. Donations can be made by cash, pledge, cheque or credit card. Go on-line at www.caunitedway.ca or drop off your contribution at the United Way office at 4811-48th Street, Red Deer.

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