



WE STILL BELIEVE!

Red Deer, Alberta – Tuesday, December 8, 2010 – United Way Campaign volunteers, staff and the network of people who work in the non profit sector still believe that compassionate Central Albertans will step up and make a financial commitment to keep vital programs and services operating and serving those in need.

The employees and management at Heritage Family Dental, Nossack Fine Meats Ltd. and CIBC recently made a strong statement about their belief in the importance of the services by increasing their contributions by 150%, 100% and 31% respectively. Other corporate leaders including Bunch Projects and CHALLAND pipeline ltd. of Rocky Mountain House, and W. Pidhirney Welding Ltd. of Leslieville made a new commitment to their community through United Way.

“As these leaders demonstrate their commitment to helping their fellow citizens, other companies and individuals are still struggling as a result of the economy,” offers Lars Rogers, 2010 Volunteer Campaign Cabinet Chair, “which is why we are looking for more people to become community investors.”

The United Way campaign gained 5% over the past week, reaching 63%, or \$1,260,000, of the \$2 million community target.

“Today, the financial and human need become clearer as requests from 32 local agencies totaled \$1.4 million, an increase of \$340,000 more than what was distributed in 2009,” says Heather Gardiner, CEO, United Way of Central Alberta. “This is only a reflection of the real need, as we know of many more agencies that require an injection of funds as other revenue sources have dried up over the past twelve months. This news today certainly inspires us to work that much harder”, adds Gardiner.

Ways to contribute:

- Select United Way as the recipient of your company’s Christmas celebrations
- Make a gift to the community equaling 10% of your family’s expected holiday giving
- Make a corporate donation on behalf of those in our community who are not employed
- Transfer public securities to United Way to take advantage of 2010 tax relief on capital gains

The benefits of donating securities are two-fold. Donors receive a tax receipt for the fair market value of the donation on the closing trading price the day the shares are transferred to United Way. Additionally, donations are exempt from capital gains tax that typically applies to the sale of a security.

Alberta’s tax credit on annual charitable donations over \$200 is 21 per cent – one of the highest tax credits in Canada. When added to the federal tax credit of 29 per cent, donors receive a 50 per cent non-refundable tax credit on those donations.

To help, call (403) 343-3900, go on-line at www.caunitedway.ca or drop off your donation at the United Way office at 4811-48th Street, Red Deer. Donations can be made by cash, pledge, cheque or credit card.

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True Stories of Hope and Healing from Clients Supported Through United Way Donations

Moe has lived in a Housing First unit since just before Christmas. He was addicted to drugs and struggled with depression. He was having troubles breathing and sleeping. When he moved in he settled very easily and didn't venture out into the community very often. He preferred to stay home. Moe often talked about his children and how much he missed them. Moe had not had contact with any of his family for over 10 years.

Over the next few months, Moe's health worsened. His breathing became shallow and his color was pale. Moe's personal doctor didn't feel treatment was warranted. When his health continued to deteriorate, agency staff called EMS and rushed him to the hospital where he was admitted to ICU. His organs were shutting down and the doctors didn't think he would pull through. Agency staff were at Moe's side as his condition improved with medical interventions. Hospital personnel were appreciative for the staff's support. Moe was eventually diagnosed with diabetes and depression.

With Moe's permission, agency staff searched for his family and informed them of his condition. His daughter visited him in the hospital, and his mother now calls him regularly. He has been clean and sober for 3 months and has been able to start a savings account, saving up "for a rainy day" as he puts it. Moe now has hope for his future and a place to call home. The agency helps individuals rebuild their lives and relationships, based on their unique circumstances.

"Turning 65 last February was very unsettling in terms of the immersion into various Government programs, transferring, as I did, from the personal assistance program to the seniors resource program. Your staff helped me process my claims and advised me how to get through the thousand and one complications and complexities of seniors' funding. Indeed, I wonder how I could have managed without your assistance! Please keep up the good work, not merely with my own relatively picayune circumstances, but in assisting the many seniors in the community."

"I am the widowed mother of 7 year old twins. Their father passed away seven weeks prior to their birth, so I have been a single parent for their whole lives. Due to our family circumstance I have had to work full time and find child care for my twins. They started in a day home when they were eight months old. This was not always very easy and became more difficult once the children started school and my work hours did not coincide with their school hours. Part way through their kindergarten year, the day home we were using, with no notice, said they were unable to take the kids anymore. The next day I madly searched the internet and made phone calls. One of these calls was to the youth centre. That week the twins began attending the After School Program. As the youth centre is so close to the public school, the twins now just walk over after school and I don't have to worry. This has taken a tremendous amount of stress off of my shoulders.

Since the twins have attended the centre, they have learned many life skills including team work, participation and cleaning up after themselves. This program has been a very valuable part of our lives."