

Embargoed Until:
9:00am, January 27, 2011

United Way Campaign Exceeds 2009 Achievements

Red Deer, Alberta – Thursday, January 27, 2011 – “**Join the movement**” was the campaign rally cry for the 2010 fundraising campaign heard throughout Central Alberta. The movement of engaging corporations, employees and individuals helped us become a stronger community by supporting human care services that make such a difference in people’s lives.

Our community responded with conviction and gave \$1,882,383 to United Way within a short 4 month time frame. This achievement is especially remarkable considering the local economy has not fully recovered from the economic downturn of the past 2 years.

In addition to the total dollars raised in 2010, the organization also engaged 354 new donors in the movement, raised 1,050 socks during the Red Deer Rebels Sock it to ‘em event, and contributed 1,538 volunteer hours to local agencies through the United Way Day of Caring™ program.

“It’s important to us to highlight all of the achievements and successes we had in 2010” says Lars Rogers, 2010 Volunteer Campaign Chair. “United Way is so much more than a fundraiser – we bring together the people and resources to build a stronger community – whether it’s through volunteer matching, collecting urgently needed items for distribution, or informing the community of important issues that need urgent attention. We are tremendously proud of the achievements we reached this year, bringing our campaign to new heights. The generosity of the community coming together around United Way is always exciting to see, and the long-time supporters as well as new donors made this achievement possible.”

Campaign funds will be invested in the coming weeks into programs and partnerships that help:

- Prevent people from being evicted from their home, and find affordable housing
- Support children and youth by finding mentors
- Provide counseling and coping skills for people facing crisis
- Provide support and programs to individuals experiencing physical and mental challenges

Established in 1965, United Way of Central Alberta is a charitable organization working to improve lives and build community by engaging individuals and mobilizing collective action. More information on the initiatives and agencies supported by United Way can be found at www.caunitedway.ca.

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