

Thank you for  
your leadership in  
Central Alberta



**United Way**  
Central Alberta

Give. Volunteer. Act.

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## You are helping a neighbour or friend every day

Here's one real-life story of your United Way donation at work in your community. We all know how difficult the first day of school can be on a child. Imagine if that child enters the classroom without having the skills to participate in daily classroom activities. We need to support and educate parents on how to teach the necessary skills to their children so they don't start school at a disadvantage. To address this, United Way of Central Alberta partnered with service providers to give a bag full of learning tools to each registered kindergarten student in both Catholic and Public schools. Thanks to your generous support, 985 children will walk into their classroom with the necessary skills to learn.

## Your gift makes a difference

All gifts have an impact. However, a leadership gift of \$1,000 or more enables United Way to remove more barriers, bring about greater action, and shine a brighter light for those facing challenges. In 2010, a gift of \$1,000 helped:

- 125 seniors receive home supports and services necessary to remain independent.
- 76 women and children escape sexual, physical and verbal abuse and receive counseling to fully heal from their experience.
- 7 children facing adversity receive one-on-one mentorship, helping them realize their potential and build their future.

"As a long time supporter of United Way, I have witnessed the positive contributions it makes to our community. With continued support, our communities will continue to become healthier and stronger for all of us."

- Murray Cunningham  
Leadership donor for 2 years



# Your gift of today, and tomorrow

The Legacy Fund is United Way of Central Alberta's endowment fund for social services. Your gift to The Legacy Fund is invested forever, with the interest earned being used to support essential services and programs in our community. Your options for giving include cash donations, bequests, and gifts of life insurance, securities and real estate.

All assets of The Legacy Fund are professionally managed and invested to ensure that the funds are protected and produce maximum results.

To learn more, contact the United Way of Central Alberta office.

## Impact of Leadership

No matter how big or small, every donation makes a difference. Giving generously through a leadership level gift shows your commitment to helping others who are in need of community support. Giving at the leadership level also sets an example of caring and generosity that is an inspiration to others. United Way leadership donors are a vital part of our past success and future ability to change lives for the better.

## Did you know...

that **22%** of the 2010 1.9 million campaign achievement came from donors that contributed \$1,000 or more? That's 283 people making a significant impact in Central Alberta.

## Gift of Securities

Donating securities is one of the many ways you can give to United Way. Recent changes to federal tax regulations make this type of giving more beneficial and efficient than ever before. By giving securities to United Way, you help build stronger communities - and you receive a significant tax credit!

### Advantages to giving a gift of securities:

- It is the most tax effective way to donate to charity with the capital gains now at ZERO per cent.
- You will receive a tax receipt for the full appreciated value of the donation without incurring any capital gains tax.
- The impact of your contribution is maximized because more money goes to where it is needed most in the community.
- Highly appreciated securities provide the means to make a significant, low cost gift.
- Your charitable donation credit could be more than the purchase price if the securities have appreciated significantly.

## Family Giving

Leadership giving makes a powerful difference in the community – it leaves an even greater personal legacy for your children and grandchildren. Did you know you can combine your family's gifts to become a Leadership Family? You can also set up a named fund in honour of a family member or a special loved one.



"Getting without giving is to miss the best part of living."

- Judy-Ann Wybenga  
Leadership donor for 3 years

## Celebrating our 2010 Leadership Donors

The following leaders generously contributed to the 2010 campaign.

**Chairman's Circle | \$10,000 plus**  
Peter & Dorothy Hansum

**Guardian's Circle | \$7,500 - \$9,999**  
1 Anonymous Donor

**Builder's Circle | \$5,000 - \$7,499**

Joseph A Deutscher  
Dr. Regina Donnelly  
Bill & Scotty Hull  
David Miller  
1 Anonymous Donor

### Partner's Circle | \$2,500 - \$4,999

Alastair Brooks  
Sandy & Mike Chorlton  
Murray & Nadine Cunningham  
Hazel & Morris Flewelling  
Margie Hansma  
Ken & Bonnie Hayward  
Gwen Hewlett  
Barry & Leslee MacKenzie  
Drs. Donna Smith, Peter Mah and Family  
Gary & Katherine Mullin  
Dayle & Alice Murray  
Mrs. Barbara R. Murrin  
Dr. Derrel & Cindy Plackner  
Al & Sharon Poole  
Delta Rempel  
Lars & Darlene Rogers  
Brad & Eira Marie Romans  
Michelle & Jerome Roth  
Kim & Simone Schumacher  
Tom & Pat Skinner  
T L St-Denis  
Ian & Ingrid Sudlow  
Todd Bielefeld & Kerry Tronnes  
Eric & Melinda Wade  
Mr. David Weizenbach  
3 Anonymous Donors

### Leader's Circle | \$1,000 - \$2,499

Matt N Adair	Mr. Marv Bishop
Douglas C. Allan	Ms. Rebecca Bjustrom
Colin Allison	Paula S. Bodnar
Lara Andary & Lyle Steenberg	Denise Bos
Torben Andersen	Peter Bouch
Christine Michelle Andrew	Murray Boyce
George Ash	Vince & Brenda Boyce
Mr. Bud Atkin & Mrs. Marilyn Hoerle	Robert W Brandt Jr
Ron Atkinson	Roger Breitreutz
Keith Bedford	Martin & Linda Brooks
Les & Darlene Benum	Barry & Carol Brouwer
Robert Berkeley	Mr. George Brouwer
Joep Beurskens & Sharon Douglas	Ed & Cyndi Bryant
Tracey Biluk	Michael J Buczkowski
	Mr. Bill Callaghan
	Mr. Scott Cameron
	Patty & Mike Carley
	Dave Carlyle

**Leader's Circle | \$1,000 - \$2,499 (cont'd)**

Terry & Elaine Carter  
 Darcy & Corrine  
 Cavanaugh  
 Vernon & Naomi Cey  
 Dr. Glen & Elizabeth  
 Chabaylo  
 Ms. Joy Chamberlain  
 Karen & Ron Chow  
 Mr. Albert Christ  
 Merv F. Clark  
 Gwen & Wayne Clarke  
 Lloyd & Sophie Coonan  
 Bob & Jane Cram  
 Caroline Cripps  
 Cal & Jackie Dallas  
 Daryl Danchek  
 David Dawson  
 Gord & Sally Deck  
 Len & Shirley Denham  
 Tara & Jim Dixon  
 Jack & Joan Donald  
 Jane Donald  
 Michael & Robin  
 Donlevy  
 Karen Draves & Kent  
 Jensen  
 Art Reesor & Corinne  
 Dueck  
 Donna & Ron Durham  
 Ragen Dvernichuk &  
 Chester Mah  
 Dave & Krista  
 Eisenhower  
 Sharon Eisetter  
 Ron Embury  
 Robert Errity  
 Robert Espey  
 Floral Expressions  
 James Foster  
 Paul & Beverly Gamroth  
 Oswaldo Garcia  
 Heather Gardiner  
 David & Velma Gent  
 Mike & Barb Gerhardt  
 Martine Gigure  
 Dr. & Mrs. Ron Gish

Carolyn Goddard  
 Neil Gongaware  
 Roxann & Stan Good  
 James Gordon  
 Colleen Graham  
 Ms. Irene Greer  
 Ken & Denise Grondin  
 Rick Gutrath  
 Ms. Elva Hammarstrand  
 Brent & Jennifer Handel  
 David L. Hardy Prof.  
 Corp.  
 Paul & Janet Hardy  
 Kerry & Suzanne  
 Hargreaves  
 Mr. Randy Harper  
 D.L. Hennig  
 Scott & Josie Herle  
 William Hogg  
 Jack K. Holmes  
 May C. Horsley  
 Mr. Paul Hoskins  
 Kenneth M. &  
 Donna H. Ing  
 Larry Ironside  
 Dr. Ted Isenor  
 Cindy Jefferies  
 Philip Johnson  
 Brenda Joyce  
 Scott Kay  
 Janet Kembel  
 Al & Ginny Kennedy  
 Roderick Kennedy  
 Brian Key  
 Pete Knight  
 John Koch  
 Ken Koizumi  
 Mark & Peggy Kryczka  
 Irving Kurz  
 Tom Laffan  
 Mrs. Sadie Lampard  
 Glenn Lasiuta  
 Rick & Nancy Lawrence  
 Ms. Marcia Lee  
 Doug & Karen Lutz  
 Les MacDonald

**Leader's Circle | \$1,000 - \$2,499 (cont'd)**

Murray & Cathy  
 MacKenzie  
 Dean & Donna Mackey  
 Jim Madder  
 Darcy C. Magas  
 Gary Martens  
 Bill Matheson  
 Curtis & Jodi McCord  
 Dr. David McCue  
 Louie McCullagh  
 Chris McIlravey  
 Paul Meyette  
 Bob & Nicole Mills  
 Don Mohr  
 Todd Morgan  
 Royston Moverley  
 Lynne Mulder  
 The Murphy Family  
 Loretta & Darcy  
 Mykytyshyn  
 Tabani Ndhlovu  
 Brenda Neufeld  
 Mr. Kevin Nylin  
 Dr. Anthony & Cathy  
 Odenbach  
 Erik & Michelle Ovie  
 Phil & Brenda Pattison  
 Brad Peacock  
 Carmelita Peña  
 Gail & Brian Peterson  
 Gord Pink  
 Sandra Polis  
 Shelley Ralston  
 Karen Reay  
 Rod & Elizabeth Reikie  
 Dave & Lianna Richmond  
 Levon Rodwell  
 Darcy Russell  
 A. Salad  
 Carolyn Schatschneider  
 Rocco Schurink  
 Chris Schwartz  
 Nate Schweder  
 Barbara Shepherd  
 Elizabeth Simpson  
 Will Skeels

Jeff & Christa Skinner  
 Karen Smilar  
 Terry & Vivian Smith  
 Lillian Sprecher  
 Mr. Garry Stein  
 Rich & Angela  
 Stonehouse  
 Gail & Roger Surkan  
 Bryan & Winnie  
 Swainson  
 Ken & Diane Swainson  
 Mr. Peter Swainson  
 Morris & Theresa Sych  
 Brent Tannas  
 Dick & Elsie Thiessen  
 Grant Thompson  
 A. Tiong  
 Carla Travis  
 Glenn & Joyce Turple  
 Ralph Underwood  
 Thomas Usher  
 Kevin Van Bussel  
 Paul van der Voort  
 David Wall  
 Deb Wallace  
 Garnet Ward  
 Mr. Ralph Ward  
 Tom & Nadine Warder  
 Roger Warnke  
 Rob & Carol Warrender  
 Mr. Mark Watson  
 Mr. Jim Weir  
 Tanya Lyn Werk  
 Kevin Werner  
 Chris & Les Wiggett  
 Joan Williams  
 John & Elizabeth Wilson  
 Sharon Woods  
 Ron Woodward  
 Judy-Ann Wybenga  
 Bill Yahn  
 Yates Family  
 Darren Zubot  
 38 Anonymous Donors

## Leaders at Work

Support of United Way of Central Alberta within the workplace is an excellent way for companies to demonstrate their commitment to the communities in which they work, and live in. It is also fundamental to helping United Way keep our fundraising costs low. By adding a leadership component or matching employee donations, gifts are further leveraged and community outcomes magnified.

We applaud all organizations that encourage their employees to contribute to the community through United Way, both through payroll deductions and corporate volunteering programs.

**We are proud to recognize the following organizations which had five or more leadership donors in 2010.**

NOVA Chemicals	74
DOW/MEGlobal	16
City of Red Deer	10
Agrium	9
Red Deer College	8
Parkland Fuel Corporation	7
STUDON Electric and Controls	6
Ineos Canada	5
RBC Dominion	5
Scott Builders Inc.	5
Southside Dodge	5

## Leading the Way with Loaned Representatives

In addition to running a successful workplace campaign, Red Deer College proudly sponsored the 2010 United Way Loaned Representative. Thank you to Red Deer College for their leadership on this valuable program, allowing us to increase our resources to support the annual campaign.

## Sponsorship and Gift-in-Kind Support

Thank you to the following businesses for their generosity in sponsoring events, products and contributing in-kind gifts. United Way is able to maximize investments in the community because of your support.

**The following companies have provided gift-in-kind of \$1,000 or more in 2010.**

106.7 The Drive	Red Deer Advocate
24-7 videotours	Red Deer Express
Big 105.5 FM	Sunny 94
Capri Centre	Telus
Enmax	Willson Audio Visual
KG Country 95.5	Z99 FM
Kraze 101.3	

## Memorial Gifts

**The following individuals have been remembered by friends and loved ones through memorial gifts to United Way of Central Alberta.**

Gerhard Eberle  
Larry Edel  
Dr. Barry Patrick Fleming  
Don Furnell  
Norma Lines  
James M. Murray  
Ena Pahal  
Robert W. Singleton

## A Tradition of Caring/Named Funds

To reflect the donor's families' personal values and community goals.

**Delta Rempel Honourary Fund**

**United Way** is the largest, non-government funder of human care programs and services in Central Alberta. Your continued support is vital to ensuring that supportive services are available where and when needed. Help us continue the good work.

**Become a Leader by:**

- Filling out a pledge card at your work
- Giving a single donation by cash, cheque or credit card
- Giving of gifts of securities, real estate or other means of asset investment.

If we could each ask one more friend to join us with a matching contribution of \$1,000 or more... imagine how much of an impact that would have in the community.



**United Way**  
Central Alberta

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Thank you to Dave Brunner Fine Art Photography and Kap Sure It Photography for the incredible photos of our leaders. Thank you to Indigo Ice for helping with the design of this brochure.

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