

Significant Enhancements to Support the Social Service Sector Announced

Red Deer, Alberta – Tuesday, May 7, 2013 – Following a successful 2012 Campaign, United Way of Central Alberta announced this afternoon that \$1,691,190 will be invested into the Central Alberta social service sector. With the incredible support of the community during the Campaign, an increase of 9% over last year's allocations will help local programs and services to continue to enhance the quality of life for Central Albertans.

The majority of the investments will be used to address three community priority areas: Education – all that kids can be, Income – moving people from poverty to possibility, and Wellness – creating healthy people and strong communities. United Way was pleased to open up the funding to new agencies for the first time in 10 years. Agencies from across Central Alberta who fit within the goals of the education investment area were encouraged to apply as well as all pre-existing funded agencies. As a result 3 new agencies, providing a total of 5 programs, will be joining the United Way family: Butt Ugly Anti-Tobacco Society, Envision Family First, and Learning Disabilities Association of Alberta. "We enhanced the application process this year and added 3 year funding agreements, provided that they meet the conditions with the aim to ease some of the application burden for agency and United Way staff and volunteers. Over the next two years, we will be copying this new model for our other investment areas of Income and Wellness. We're doing this in a stepped approach so that we can clearly assess the need and impact that each program has and to ensure that we are investing Campaign funds wisely," said Robert Mitchell, CEO of United Way of Central Alberta.

Included in the total investments, United Way committed \$95,860 to the Community Impact Fund, which includes funding to the 211 Community Phone Support program rolling out towards the end of 2013, beginning of 2014, emergency grants, and two small grant programs among other capacity building initiatives. This funding further extends our reach to communities who may not have felt the direct impact of United Way funding by allowing agencies to apply for one time grants, or specific project funding. An additional \$172,000 will be directed to charitable agencies through the donor designation program and \$233,330 will be used to support the community directly through United Way.

Brenda Farwell, Volunteer Chair of the Community Impact Council stated that "it's an honour and a pleasure to be part of the team who helps determine where the money is invested. I know all of our volunteers came back from meeting with the agencies with more knowledge of the incredible work and passion that each agency staff gives every day. We're streamlining our review process which is helping us build a stronger partnership with the agencies, but at the same time ensuring that the standards and requirements our donors expect from us are being met." All applications are considered and measured on multiple levels, including the ability to demonstrate strong community collaboration, program effectiveness and sound governance.

Buck Buchanan, 2012-2013 Volunteer Campaign Co-Chair added, "We can't thank the community enough for entrusting us with their donations and volunteer time during the 2012 Campaign. The success of this year's allocations is a result of all the contributions and that is what we're celebrating today."

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For more information, please contact:

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