

Celebrating Impact and Inspiring Change

Red Deer, Alberta – May 8, 2014 – United Way announced an investment of \$1,796,601 across Central Alberta that includes funding to 48 programs. This is an increase of 6.2% over last year and made possible because of the generous donations through workplace campaigns, private donations, and fundraising events across the region.

“We really want to celebrate the incredible work that’s happening in Central Alberta communities and together we’re able to help support the most vulnerable people who need help the most.” stated Robert Mitchell. “Today, we’re celebrating the agencies and their staff who are on the front lines, making a difference every single day, and we’re excited to support the great work they do”.

United Way is committed to reducing the number of people who are living in poverty by working with community partners to create opportunities for people to prosper. As part of the second year of the new funding model, United Way opened up three year funding in its Income – from poverty to possibility area, and the recommendations made by the volunteer Community Impact Council were to fund three new agencies including: Cosmos Community Support Services, Family Services of Central Alberta, and the Red Deer Native Friendship Society. In addition, United Way continued financial support to four agencies advancing great work in this area.

Investments also continued for the areas of Education – all that kids can be and Wellness – creating healthy people and strong communities where we continue to support over 40 programs.

United Way also commits funds each year to strengthen the overall non-profit community. Two grants continue to be available to any Central Alberta agency working in the social service sector for both small capital expenses and professional development. Initiatives such as 211 and work with the Central Alberta Poverty Reduction Alliance also fall into this area, as well as ensuring emergency funds which are available for member agencies.

“With so many agencies in Central Alberta that deserve the support of United Way, it was very difficult for the volunteers to decide which programs would receive funding from United Way,” said Brenda Farwell, Volunteer Chair of the Community Impact Council. “In the end, we know that we will be achieving the greatest impact with these investment decisions.

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