

January 22, 2015

United Way Campaign Touchdown Highlights Community Support of \$2.3 Million

Red Deer, Alberta – Thursday, January 22, 2015 – United Way volunteers, supporters and staff gathered this morning for the annual Touchdown Breakfast to announce the most successful Community Campaign ever! Central Albertans joined together to raise a record-breaking \$2,304,062.

“The generosity and commitment to our community shown year after year by our volunteers and donors is truly inspiring. We believe this increasing support is in large part due to United Way’s hard work to show donors how their dollars are making a measurable impact in the community,” said Robert Mitchell, CEO of United Way Central Alberta. “This year’s campaign surpassed all previous years, which of course means we have more funds to invest in creating further community impact.”

Dustin Sundby and Lynne Mulder, United Way’s volunteer 2014 Campaign Co-Chairs, were supported by a team of volunteers dedicated to helping Central Albertans “Get Off the Bench and Bring the Change.” This sense of “get-up-and-go” was evident from the campaign start to finish.

“It is so rewarding to see Central Albertans rally behind the cause of neighbours helping neighbours. This is how community is built, and how poverty can be overcome,” commented Lynne Mulder. “By giving so generously in 2014, Central Albertans have shown their commitment to supporting ongoing, positive change in our region.”

“We are further motivated by this accomplishment,” said Dustin Sundby, Regional Managing Partner at MNP. “I think the United Way’s approach of allocating funds to programs that get to the root cause of a problem resonates with the local business community. In business it takes action to grow and succeed.”

A highlight of the Touchdown Breakfast celebration was the recognition of the top performing donor accounts. Awards for the Top Three Workplace Contributors went to NOVA Chemicals, DOW/MEGlobal and Shell Canada; the Community Builder Award – Sustained Growth went to MNP and the Royal Bank; the Community Builder Award – Significant Growth went to Wel-Can Welding and Finning Canada; and the Welcome Aboard Award was presented to SGS Canada.

To add to the excitement in the room, United Way also started their celebrations for their 50th Anniversary which will see many more highlights and initiatives throughout the year.

Now that the fundraising part of the campaign is completed, a team of community volunteers will be actively looking at how best to allocate funds raised in order to ensure maximum community impact, and the planning for the 2015 United Way 50th Anniversary Campaign will begin. All Central Albertans are invited to get involved.

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For more information, please contact:

Robert Mitchell
CEO

Lynne Mulder
Volunteer Campaign Co Chair

Dustin Sundby
Volunteer Campaign Co Chair

United Way of Central Alberta
403.343.3900