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FOR IMMEDIATE RELEASE

United Way Central Alberta Announces Community Impact Legacy Fund

Red Deer, Alberta – May 1, 2015 – In celebration of its 50th year of creating positive change in Central Alberta, the United Way announced its new Community Impact Legacy Fund. The program was unveiled at United Way’s 2nd Annual Leadership Celebration held yesterday evening, honouring people who contributed \$1,000 or more to the 2014 Campaign. No donor dollars were used to host this event, thanks to the generous sponsorship of Black Knight Inn and Mike and Nadine George.

Legacy funds are invested to generate income that can be used to enhance the impact of yearly campaign donations. The United Way will draw a small percentage from the Community Impact Legacy Fund each year to support collective impact projects that are particularly innovative and unique. As the fund continues to grow, so will investments in collective impact. Like all funds invested through United Way, projects must address the root causes of social conditions in one of the priority areas – Education, Income or Wellness.

“United Way has been honoured with a number of estate gifts over the last few years, and we want those gifts to have a lasting impact in the community,” stated Robert Mitchell, CEO for United Way Central Alberta. “To mark our 50th anniversary, we will be making our first investment from this fund in September.”

“The development of the Legacy Fund is an important step for the organization,” said Rick Van Hemmen, President of the Board of Directors. “Of course we will continue to raise funds during the annual campaign, but this is a great opportunity for those people who want to leave a lasting legacy in their community. Through the Legacy Fund we can ensure that happens.”

The announcement was made first to a crowd of the most generous donors to United Way. In 2014 there were 410 Leadership donors who contributed over \$1,000 each to the United Way’s 2014 Community Campaign. Many of these Leadership donors are prominent members of the community who also volunteer their time to support the vision of creating community impact in Central Alberta.

For more information on the options for contributing to the Community Impact Legacy Fund, please contact:

*Robert Mitchell, CEO
United Way of Central Alberta, (403) 343-3900*

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About United Way Central Alberta

United Way’s mission is to improve lives and build community through engagement and mobilized collective action. By investing in programs that get to the root causes of socio-economic issues, United Way is able to change people’s lives and lift them to new levels of possibility. All donations are invested by active community volunteers and directed into Central Alberta communities to create community impact. Established in 1965, United Way Central Alberta celebrates its 50 anniversary this year.