



September 3, 2015  
FOR IMMEDIATE RELEASE

## United Way Central Alberta Set to Launch 50<sup>th</sup> Community Fundraising Campaign

Red Deer, Alberta – September 3, 2015 – United Way Central Alberta is gearing up for its 50<sup>th</sup> Anniversary fundraising campaign thanks to the tremendous community support over the years. Not only have donations continued to increase and community impact expand, but individuals and businesses have rallied to sponsor key initiatives such as the Loaned Representative and Leadership Matching Challenge.

“Every year members from our community blow us away with their motivation, enthusiasm and generosity during campaign,” said Robert Mitchell, CEO of United Way Central Alberta. “They understand the collective effort it takes to make measurable impact in our region.”

The Loaned Representative sponsorship enables United Way either to hire or borrow a full-time Campaign Aide in order to support the community fundraising campaign. The Campaign Aide mainly supports workplace campaigns when the Resource Development staff would otherwise be unable to provide the same level of service. This initiative ensures no additional donor dollars are used to create the extra push that campaign requires. MEGlobal has generously stepped forward to support the salary and travel costs of a Campaign Aide for the third year in a row.

United Way is especially thankful for the additional support from MEGlobal this campaign. At times of economic downturn, we know some donors may need to reduce or stop their gift and some corporations may down-size their corporate gifts as well. At the same time, there will be even more demand for the programs we support. United Way will therefore have to engage more people to ensure continued support of community investments. We also hope that others who have not been as adversely affected by the economic climate will step forward to offer new or increased donations to cover the gap. As an encouragement, United Way has continued to grow the Leadership Matching Challenge program.

The Leadership Matching Challenge is a relatively new initiative to United Way Central Alberta. For three years the Challenge has provided an incentive for people to increase the impact of their donation by giving at the Leadership level (\$1,200+). All first-time Leadership gifts and increases in Leadership donations are matched dollar-for-dollar until the fund runs out. Thanks to the generous support of Canadian Tire North, MNP, WarrenSinclair, Jack & Joan Donald and Drs. Alayne & Lawrence Farries, the Leadership Matching Challenge fund has grown to \$54,500 – an increase of 45% over last year!

The official launch date for United Way's 50<sup>th</sup> Anniversary Campaign is September 10, 2015. It begins with a Kick-off Luncheon from 12:00-1:30 p.m. at the Sheraton Hotel in Red Deer, highlighting the 50<sup>th</sup> Anniversary timeline video. There will be lots of fun and excitement generated by the sea of red-clad supporters. Some tickets are still available for purchase (\$50 each) at [www.caunitedway.ca](http://www.caunitedway.ca).

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For more information, please contact:

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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 complex social 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.