



FOR IMMEDIATE RELEASE

## United Way Supports Two New Collective Impact Initiatives

Red Deer, Alberta – June 27, 2016 – This month United Way Central Alberta awarded its second round of Collective Impact Legacy grants to Belonging Delburne and the Red Deer High Risk Youth Coalition.

Using its Legacy Fund, United Way set up this grant opportunity to support innovative and collaborative ways of addressing complex social issues. The collective action framework involves multi-sector partners working on a common agenda, involving mutually reinforcing activities, with shared measurement and continuous communication.

“Only by getting to the root causes of social issues can we make lasting change in our communities,” explained Robert Mitchell, CEO for United Way Central Alberta, “And we know that working collaboratively is the most effective way to do that.”

The village of Delburne was awarded \$5,000 to support its *Belonging Delburne* initiative which aims to strengthen their community by connecting community members through positive storytelling (sometimes called Generative Journalism). The local media, schools, city administration and community organizations are collaborating to implement this initiative.

The John Howard Society, on behalf of the Red Deer High Risk Youth Coalition (HRYC) was awarded \$10,000 to support its efforts to engage youth in shaping how services might be delivered. High risk youth are those that are at risk of or currently experiencing homelessness, school dropout or chronic truancy, street involvement, addictions, victimization, gang and criminal involvement, and incarceration or hospitalization. By working together, coalition members are able to deliver a more holistic, wrap around approach to supporting these youth to find a safer and more productive path. The HRYC is a collaboration of law enforcement, community corrections, health and addictions services, public, catholic and outreach schools, provincial child and family services, as well as local not-for-profit service providers, including emergency shelters.

Collective Impact Legacy Grants are issued once a year in June. They are funded by annual revenues generated from memorial gifts or bequests, and are just one of many community investment strategies embraced by United Way Central Alberta. Eligible projects must support a collective action framework, and be focused on one of United Way’s three priority areas of investment:

- Education – Enabling Kids To Be All That Kids Can Be
- Income – Moving People From Poverty to Possibility
- Wellness – Promoting Healthy People, Strong Communities

Additional information about the vision and mission of United Way and how community impact investments are made can be found at [www.caunitedway.ca](http://www.caunitedway.ca).

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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 celebrated its 50 anniversary in 2015.