



United Way Central Alberta Kicks Off Its 51st Campaign

Red Deer, Alberta – September 15, 2016 – United Way Central Alberta kicks off its 51st community fundraising campaign this afternoon to a sea of almost 500 red-clad supporters. This motivating event is being presented by Johnston Ming Manning, LLP in partnership with the hosting Sheraton Red Deer Hotel.

The kick-off event marks the start of the four-month fundraising drive to support over 40 programs and services in three priority investment areas:

1. Education - Helping kids be all they can be,
2. Income - Moving people from poverty to possibility,
3. Wellness - Building strong and healthy communities.

During these challenging times in Alberta, United Way has adopted an appropriate theme for the campaign: “Together, we are possibility.” Both the fundraising and community investment decisions are executed by teams of dedicated volunteers who support United Way’s approach of creating lasting positive community impact. Fundraising efforts are led by volunteer Campaign Cabinet Co-Chairs – this year, Red Deer City Manager, Craig Curtis and Councillor Ken Johnston.

Highlights of this year’s kick-off include creative videos that illustrate what “possibility” means to four of United Way’s key supporters – NOVA Chemicals, The City of Red Deer, Scott Builders and Dow MEGlobal – as well as moving, real-life stories told by people whose lives have been transformed by United Way’s support. Live social media coverage will keep people engaged for the duration of the event.

Many supporters have embraced the Jumpstart Program and jointly guaranteed a total of \$199,542 to begin the campaign – among them are Alberta Health Services, Scotiabank, CIBC, MNP, Royal Bank, DOW MEGlobal, Shell Canada, Imperial Oil, The City of Red Deer, Bunch Projects, and Proform.

“The majority of United Way funding comes from workplace campaigns,” said Craig Curtis. Employees who have been laid off need help more than ever before. We, in Central Alberta have many community organizations and individuals known for their generosity, and we are asking them to consider helping any way they can.”

Thanks to all participating sponsors for making this event possible, especially Johnston Ming Manning and the Sheraton, but also the Rebels Association, Enmax, Wilson Audio Visual and Dave Brunner Photography.

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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 celebrated its 50 anniversary in 2015.