

WHAT DOES YOUR DONATION LOOK LIKE?

IMPACT

In 2016, 16,073 lives were improved locally in Central Alberta through the delivery of 39 programs by 29 partner agencies and 1 coalition.



WHAT DOES UNITED WAY DO?

THE SHORT ANSWER IS – WE IMPROVE LIVES LOCALLY.

We invest donor dollars in programs that impact our community. We partner with other organizations to address the underlying issues that impact residents. And we promote the needs and interests of our more vulnerable citizens.

HOW DOES UNITED WAY IMPROVE LIVES LOCALLY?

We believe that the best opportunity for changing lives for good will come about by helping kids be all they can be, moving people out of poverty and supporting the health and well-being of community members.

We give everyone the opportunities they need to build a better life.

- Lasting change comes through helping people help themselves. We connect people to the resources and supports they need to succeed.
- We believe that everyone, no matter who they are or where they live in our region, should have a fair chance at a good life. We're here to help.

We meet the needs of people and families in every neighbourhood.

- When presented with life challenges, people can need more than one type of assistance. By supporting a wide array of programs, we create a safety net to ensure people have access to all of the help they need.
- We support a network of non-profit partner agencies that deliver these services where people live.

And we invest in long-term solutions that strengthen entire communities.

- We focus on key issues and work collaboratively with others to develop evidence-based strategies that produce positive community change.
- This means doing more than helping one person at a time. We deal with the root cause of social problems to ensure that, over time, fewer people and communities are at risk in the first place.

We do all of this by bringing together people from all walks of life to build a stronger region.

- We leverage the time, talent and resources of residents, donors, government and community partners to achieve our shared goals.
- United Way is a place where anyone who wants to make a difference can get involved.



All program investments are made by teams of volunteers who collectively donate over 900 hours examining applications, interviewing agencies, and making the tough decisions.



IT'S NOT A DONATION, IT'S AN INVESTMENT

All funds donated through United Way are strategically managed to ensure your dollars have impact in the community.

A volunteer-led Community Impact Council meets throughout the year to manage the implementation of our Community Impact Strategy. This team, along with 20 additional volunteers, leads the review of applications to ensure donor dollars are being invested in programs that fit our strategic objectives:

- To help kids be all they can be
- To move people from poverty to possibility
- To build strong and healthy communities.

Applicants must show the outcomes from the program will improve or better the life of clients receiving services. They report back annually on their outcomes and a team of volunteers annually reviews their work.

WHY SUPPORT US?

- 1 STRATEGIC** By focusing our efforts where they're needed most, we invest donor dollars wisely to create lasting community impact.
- 2 ACCOUNTABLE** We measure progress and hold partner agencies accountable for the outcomes projected in their application.
- 3 EFFICIENT** We engage hundreds of volunteers each year, solicit donated services and gifts-in-kind to keep expenses low. At 22%, our operating costs are well below Canada Revenue's benchmark of 35%.
- 4 CONNECTED** Nobody can build a better community on their own. We have strong connections in Central Alberta with the private sector, labour, governments, community organizations, donors and volunteers.

HELPING KIDS BE ALL THEY CAN BE

YOUNG CHILDREN

When a child starts on the right track, it sets the stage for their lifelong learning, health and behaviour.

THE CHALLENGE

54% of young children start school without the basic skills they need to succeed.
(Gov't of Alberta, 2014)

STRATEGIES

1. Increase access to quality early learning programs
2. Involve both parent and child
3. Support partnerships to improve outcomes

PARTNERING TO SUCCEED

kcs Association

RESULTS THAT MATTER

170 young children were actively engaged in early learning

89 families were engaged in supporting early learning



Dear kcs Association

Having two young children with diverse learning needs, I am grateful for the quality pre-school education at kcs.

My son Keegan has an expressive language delay, so it was important that the supports he received were focused on his individual needs. His programming at kcs relied on a team of professionals in school, his speech therapist and us, the parents.

At the time, Keegan was huge into Superheroes and loved playing with planes, trains, and automobiles. kcs used Keegan's interests and built his program around them, giving him a sense of ownership of his learning. The relationship his teacher, Ms. Sherry, built with Keegan also had a positive correlation to his continued progress.

Now my daughter Chloe is attending preschool at kcs. I am so grateful for the staff at kcs for the positive contributions they have made not only the lives of my children, but to my life as well.

With Gratitude,
Keegan & Chloe's Mom



YOUTH

Youth who have developed life skills and experienced healthy relationships have the foundation they need to succeed.

THE CHALLENGE

In 2011, **18%** of Central Albertans over 25 had not completed high school (Alberta Education, 2014).

37.8% of Canadian youth lack the literacy and essential skills they need to be successful in today's knowledge economy. (Employment Challenges for Canadian Youth in a Changing Economy, HRSDC, 2012)

STRATEGIES

1. Increase access to out-of-school programs that develop essential life skills
2. Increase opportunities to build healthy relationships with family, peers, adults and community
3. Improve parenting supports for families with youth

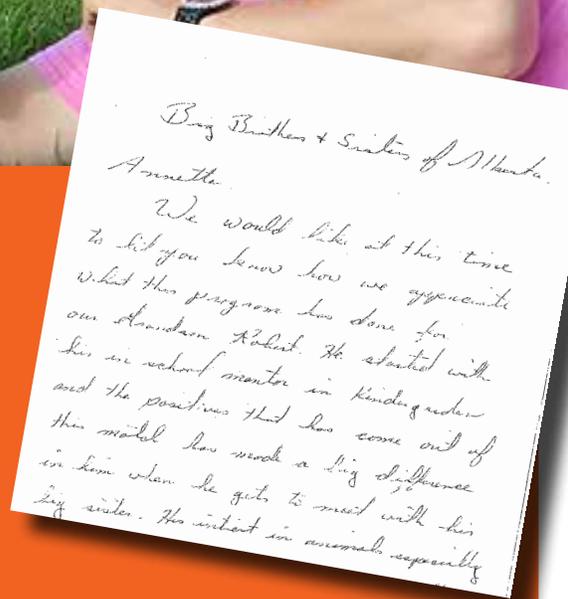
PARTNERING TO SUCCEED

Bashaw & District Support Services | Big Brothers Big Sisters (BBBS) Lacombe & District | BBBS Ponoka & District | BBBS Red Deer & District | Boys & Girls' Club Red Deer & District | Butt Ugly | Heartland Youth Centre | Ponoka Youth Centre | Rocky Youth Development Society | Sundre District Nutrition for Learning

RESULTS THAT MATTER

875 youth were actively engaged in out-of-school programs

4,096 youth were helped to build healthy relationships



Dear Annette and Big Brothers Big Sisters of Ponoka,

We would like to let you know how we appreciate what this program has done for our three grandchildren.

Robert started with his in-school mentor in Kindergarten, and the positives that have come out of this match has made a big difference in him. His interests have expanded and playing soccer is also a very positive thing for him.

Now Robert's 15 ½ year old sister made a match approximately a month ago and she is just as excited. And hopefully a match has been found for our youngest grandson, Rory, who is 6 ½ years old.

Annette is very good at the job that she does, and insists that the matches she makes are right for both the child and the big brother or sister. The Big Brothers and Sisters Association deserves all of our thanks and funding to keep this program alive and going strong.

With Our Deepest Thanks,
The Grandparents

MOVING PEOPLE FROM POVERTY TO POSSIBILITY

Central Albertans have the means to live a dignified and decent life.



THE CHALLENGE

400,000 individuals in Alberta are living in poverty, including 91,000 children,

15% of Red Deer families live in poverty,

1040 Red Deer households per year (20/week) get their utilities cut off for non-payment. (CAPRA 2015)

149 October 19, 2016 Point-in-Time Count of homelessness in Red Deer – an increase of 8.8% over 2014. (City of Red Deer, 2017)

STRATEGIES

1. Improve access to affordable housing
2. Increase supports for people that are accessing housing assistance
3. Increase access to customized training programs that meet current economic demands
4. Improve employment networks to match skills with jobs
5. Increase training of front line staff who provide financial literacy services
6. Expand financial literacy services for vulnerable people

PARTNERING TO SUCCEED

Junior Achievement, Southern Alberta | Central Alberta Refugee Effort | Central Alberta Women's Outreach | Cosmos Community Support Services | Family Services of Central Alberta | John Howard Society | Red Deer Native Friendship Society | Canadian Mental Health Association

RESULTS THAT MATTER

964 people were helped to find employment, including 48 immigrants and 810 Indigenous Peoples

135 people were housed

288 individuals learned how to manage their finances

640 people were helped to stay connected and productive community members



Oleksandr Horbuckho arrived in Red Deer about one year ago after surgery prevented him from continuing work in the oilfield. "It was a tough time for me," said Oleksandr. "I went to the immigration centre and I met with Brian Ennis. He was really helpful."

Through the Central Alberta Refugee Effort's (C.A.R.E.) Alberta Global Talent Program, Oleksandr met Dragan Jovanovic who owns and manages Divine Flooring in Red Deer. Dragan moved to Canada 20 years ago after losing everything in the war in Bosnia. He was prepared to give Oleksandr a chance.

"I tried hard, the best I could and it worked out for us," said Oleksandr. "Dragan is one of the best employers I have ever worked for, so far. He has been really patient explaining everything. The program really worked for me and I am sure it is helping others."

Through C.A.R.E.'s Alberta Global Talent Program, 48 people like Oleksandr were helped last year. With the new website, workshops, training tools and other employer resources, C.A.R.E is looking forward to increasing that number in 2017.

BUILDING STRONG AND HEALTHY COMMUNITIES

People are content, connected and helping to build a strong community.

THE CHALLENGE

34,260 people in Central Alberta are living with a disability and may need support to live independently (Statistics Canada 2013).

Despite lower suicide rates for 2016, Alberta's suicide rates remain high. 662 Albertans committed suicide in 2015 after the economic crisis first struck, compared to 460 in 2016. (Centre for Suicide Prevention stats, 2017)

Alberta has the third highest incidence of family violence in Canada (Statistics Canada, 2016). The province is also ranked 5th for police reported violence towards seniors (Statistics Canada, 2015).

STRATEGIES

1. Strengthen short-term intervention and counselling services that help individuals and families through times of crisis
2. Support opportunities for people faced with ongoing challenges to build the skills and community connections they need

PARTNERING TO SUCCEED

Association of Communities Against Abuse | Bashaw & District Support Services | Canadian Mental Health Association | Catholic Social Services | Turning Point | Safe Harbour Society | Domestic Violence Initiative Committee | Family Services of Central Alberta | Golden Circle Senior Resource Centre | Red Deer Meals on Wheels | Shalom Counselling | cnib | Epilepsy Association | Schizophrenia Society | Spinal Cord Injury Association

RESULTS THAT MATTER

2,296 individuals in crisis received support and guidance

4,132 people with mobility or health challenges were helped to live independently

856 individuals suffering from addictions were saved from harming themselves or others

1,621 Indigenous Peoples received cultural healing supports



Sybil Weekley is one of the many Meals on Wheels clients who has lunch delivered Monday through Friday. She lives in a quiet city neighbourhood in her family home, which is well maintained with the loving help of neighbours and Home Care.

"I am grateful for a very necessary service," said Sybil. "Not only for the meals, but because someone comes in every day during the week. They use my name, I have someone to speak to, some connection with the outside world."

On Thursdays, Sybil's lunch is delivered by Dick and Donna Draves, and the visit is about more than dropping off food. Sybil has had good relationships with many of her Meals on Wheels drivers.

Donna Draves has been dedicated to volunteering her time to Meals on Wheels for over 20 years. "Our people are hands-on," said Donna. They do their fundraising at the gas pump by donating their gas and time. They do this with their own money and their own vehicles."

Sybil wants people to understand how important this link to the outside world is. "I'm not unique," Sybil said. "But to stay in my house, it means everything to me."

SUPPORTING THE NON-PROFIT SECTOR

We Promote Efficiency with Capital & Equipment Small Grants
8 grants were given in 2016.

We Foster Leadership with Professional Development Small Grants
9 grants were awarded in 2016.

We Support Day of Caring ®

We organize volunteers to accomplish work that needs doing for non-profits. This saves agencies money, and helps workplace volunteers understand how their gifts are being invested in the community.

Hundreds of hours are donated year round.

MOBILIZING AND PARTNERING TO CREATE LONG TERM SOLUTIONS

We Participate in Community Interest Groups Aligned with Our Goals

For example: Central Alberta Poverty Reduction Alliance (CAPRA), Alberta Asset Building Collaboration, Welcome & Inclusive Communities, Volunteer Managers Network, Red Deer Early Years Coalition, and more.

We Offer Collective Impact Legacy Grants that Encourage Collaborative Efforts to Address the Root Causes of Issues Affecting Our Community

Supported through our Legacy Fund, two grants are awarded in June 2016 to:

- Belonging Delburne: to end social isolation in the community,
- Red Deer High Risk Youth Coalition: to engage youth in planning how best to support their needs.

We Host Poverty Simulations to Strengthen Understanding of Poverty and the Challenges Faced Daily by the Working Poor

These unique simulations challenge perceptions as participants experience what it is like to try to get through a month on an income near or below the poverty line. In partnership with CAPRA we hosted 4 Poverty Simulations in 2016.

211

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CONNECTING PEOPLE TO THE HELP THEY NEED

In order to ensure people know about and can access the supports available to them in the community, United Way championed the creation of 211 information and referral services. 211 helps Canadians find the information and services they need to deal with life's many challenges, including:



- Basic Needs Support
- Social Services
- Employment Resources
- Legal Aid
- Community & Health Services
- Government Services
- Parenting Support

Thanks to partnerships with several municipalities listed below, 211 phone service is also available 24/7 in over 200 languages.

HOW TO ACCESS 211

- Search online at www.ab.211.ca
- Chat online from 12 – 8pm daily
- Phone 2-1-1 for service in 200 languages, 24/7, from Red Deer, Innisfail, Mountain View County, Olds, Carstairs, Didsbury and Cremona



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