



United Way
Central Alberta

2018
IMPACT REPORT

THIS IS YOUR LOCAL LOVE.

LOCAL LOVE IMPACTING LOCAL LIVES.

OUR **FOCUS:**

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.

OUR **VISION:**

A resilient and caring community where everyone thrives.

OUR **MISSION:**

To improve lives and build community by engaging individuals and mobilizing collective action.



OVERCOMING POVERTY
HOUSING . EMPLOYMENT . FINANCIAL LITERACY

SUCCESSFUL KIDS
YOUNG CHILDREN . YOUTH . FAMILIES

STRONG COMMUNITY
CRISIS INTERVENTION . SUPPORTING INDEPENDENCE

FROM POVERTY TO POSSIBILITY



Meaningful Employment

When Ravi Joshi came from India to Red Deer in 2010, he worked at Denny's and the Black Knight Inn. In 2017 he wanted to try something new. "I was jobless and looking for anything to start with, but I was hoping for a position in retail. I sent out hundreds of resumes, with no results."

A friend advised Ravi to visit Cosmos Group of Companies. "They helped me set my goal, and motivated me. They designed my best resumes and cover letters, provided interview notes, did job searches and sent me job links until I got a job in retail."

In 2017, Ravi's wife Geeta Joshi came to Canada as a Permanent Resident. She also wanted to enter the workforce and received similar services from Cosmos. "They were amazingly helpful and influential in raising my confidence," says Geeta. When Giant Tiger was set to open in Red Deer, Geeta was hired for a cashier's position. "No words are sufficient to say how thankful I will always be to Cosmos Group of Companies," says Geeta.

THE ISSUE

500,000 Albertan's were not able to meet their basic needs.

OUTCOMES THAT MATTER

8 programs supported
4,049 individuals

916 PEOPLE WERE ASSISTED WITH ACCESSING EMPLOYMENT OPPORTUNITIES

215 PEOPLE STRUGGLING TO MEET BASIC NEEDS WERE SUPPORTED TO BUILD A BETTER FUTURE

706 INDIVIDUALS WERE MENTORED TO BE SUCCESSFUL IN THE WORKPLACE

PARTNERING TO SUCCEED

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

OUTCOMES THAT MATTER

418 YOUNG CHILDREN PARTICIPATED IN EARLY LEARNING OPPORTUNITIES

1786 YOUTH WERE ACTIVELY ENGAGED IN OUT-OF-SCHOOL PROGRAMS

774 YOUTH SPENT TIME WITH A MENTOR

1249 YOUTH REPORTED FEELING MORE CONFIDENT

554 YOUTH REPORTED FEELING MORE CONNECTED

721 YOUTH FEEL ABLE TO MAKE BETTER/MORE POSITIVE CHOICES

12 programs supported

5,535 children and youth

PARTNERING TO SUCCEED

Bashaw and District Support Services Association
Big Brothers and Big Sisters Red Deer and District
Big Brothers Big Sisters Lacombe & District
Big Brothers Big Sisters Ponoka & District
Boys and Girls Club of Red Deer & District
Butt Ugly Anti Tobacco Program
Heartland Youth Center
kcs Association
Ponoka Youth Centre
Rocky Youth Development Society
Sundre & District Nutrition for Learning Society

THE ISSUE

25% of young children start school without the basic skills they need to succeed.

22.1% of youth had not completed high school in three years.

16.8% had not completed high school in five years.



Icing on the Cake

"Six years ago, both of my children began accessing programs at kcs as toddlers. It's important to me that they are immersed in a learning-rich environment where they feel comfortable and safe. The teachers and staff at kcs strive to create this environment and the classrooms are equipped with the necessary tools to support growth in emotional, social and cognitive areas. My children always look forward to going to class and this reassures me that they are enjoying their time learning.

The real icing on the cake is how they showcase everything that they learn when they get home. They sing classroom songs, recognize letters and numbers and write their names. I can see skill progression and evidence of attention, focus, and play skills. They talk about stories discussed in class. I plan on continuing with the kcs' program with my third child."

Lindsay Green

HELPING KIDS BE ALL THEY CAN BE

BUILDING STRONG COMMUNITIES

Critical Local Support

Carson attends school in Blackfalds. His mom, Mary, describes him as kind, quiet, giving, and loving with his family. Carson was diagnosed with Epilepsy when he was almost 5, and placed on medication. Then, Mary turned to the Epilepsy Society to help Carson cope at school, and help her “just as a parent”.

“You don’t know what you don’t know,” says Mary. The Epilepsy Association has been so supportive, encouraging and understanding. The learning side – info nights, guest speakers, they give you hope. I get support from the Association because Epilepsy is not just about taking medication.”

Mary says having local support is critical. “Just knowing that if I need someone to understand, I can just pick up the phone and call. You are more likely to use something that isn’t far away. It’s comforting to know the help we need is right here, and we’ve only scratched the surface of the help available.”

Mary Germsheid



THE ISSUE

9% of Albertans were unemployed placing emotional strain on people throughout Central Alberta.

13,896 Albertans were victims of violence with an intimate partner.

27,360 of the people in Central Alberta has some form of disability.

PARTNERING TO SUCCEED

Association of Communities Against Abuse
Bashaw and District Support Services Association
Canadian Mental Health Association
Catholic Social Services
Central Alberta Women’s Outreach Society
Central Alberta Safe Harbour Society
Epilepsy Association
Family Services of Central Alberta
Golden Circle
Red Deer Meals on Wheels
Schizophrenia Society of Alberta
Shalom Counselling Centre
Spinal Cord Injury Association
Turning Point Society

OUTCOMES THAT MATTER

16 programs supported
9,360 individuals

1249 PEOPLE WERE ABLE TO ACCESS COUNSELLING SERVICES

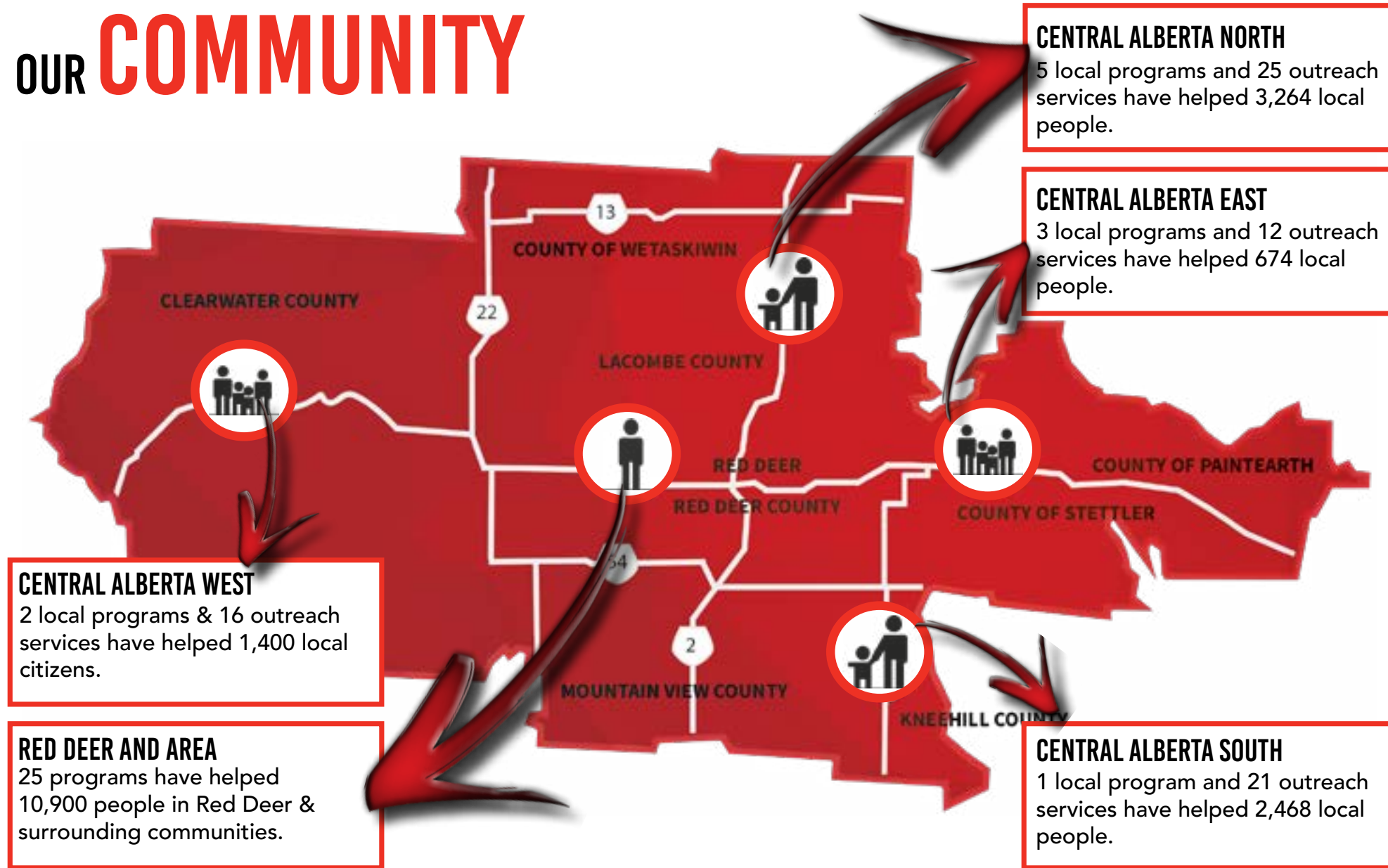
135 STUDENTS LEARNED ABOUT HEALTHY RELATIONSHIPS AND BULLYING

585 PEOPLE SAID THEY LEARNED A NEW WAY TO COPE WITH PROBLEMS

2113 SENIORS WERE SUPPORTED TO REMAIN LIVING AT HOME

6472 PEOPLE WERE SUPPORTED TO LIVE MORE INDEPENDENTLY

OUR COMMUNITY



WHAT SETS US APART

We **PROMOTE** efficiency

We **FOSTER** leadership

We **CONNECT** volunteers to agencies

We **PARTICIPATE** in community initiatives

We **SUPPORT** collaborative efforts

We **STRENGTHEN** understanding of poverty

We **FACILITATE** experiences that reflect social issues

CARING

CONNECTED

OPTIMISTIC

EMPOWERING

TRUSTWORTHY

COURAGEOUS



2018 United Way Central Alberta Board of Directors

**SHOW YOUR
LOCAL
LOVE**

TAKE ACTION.

OUR COMMITMENT TO YOU

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





®

CONNECTING PEOPLE TO THE HELP THEY NEED

Over the past three years,
over 2000 calls were made
to 211 by Red Deerians.

Free.

24/7 Over 200 languages.

Chat service available from 12pm – 8pm.

Online at ab.211.ca

BASIC NEEDS SUPPORT

SOCIAL SERVICES

EMPLOYMENT RESOURCES

LEGAL AID

COMMUNITY SERVICES

GOVERNMENT SERVICES

PARENTING SUPPORT



**SHOW YOUR LOCAL LOVE.
DONATE TODAY.**



United Way
Central Alberta

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