

**LOCAL ISSUES
CAN BE EASY
TO IGNORE**



United Way
Central Alberta

HELP MAKE THEM #UNIGNORABLE

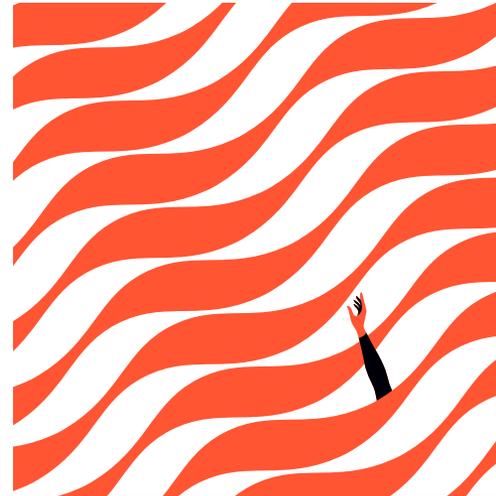
We love where we live, but issues like poverty, homelessness and mental illness are hurting our people in our communities. By showing your local love, you can change that. You can make local issues **#UNIGNORABLE**.



Nearly 1 in 7 local children lives in poverty.



In Red Deer, more than 140 individuals are sleeping rough in local parks, in cars, a friend's couch or a local shelter.



1 in 5 Canadians experiences a mental health challenge or addiction each year.



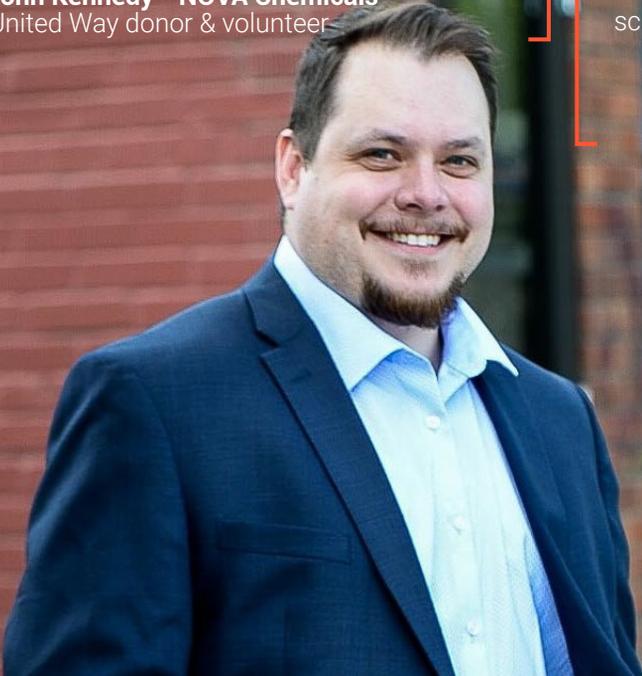
SHOW YOUR LOCAL LOVE

Your generosity powers United Way's work in the community. It allows us to tackle persistent, #UNIGNORABLE issues that are preventing far too many individuals and families from getting ahead. When you show your local love for community, you're helping create pathways out of poverty so that everyone can thrive.

JOHN'S DECISION TO TAKE ACTION...

"I grew up with my family accessing United Way funded programs like the Youth Volunteer Centre (now Youth HQ). I have known about the work of United Way for a long time, and I feel very fortunate to have an education, to live in a good community and be able to give back."

John Kennedy - NOVA Chemicals
United Way donor & volunteer



CHANGED DEACON'S LIFE

"I was waiting a long time for a Big Brother and was finally matched with my Big this year. I am so excited for the adventure to begin. In 2016, I was lucky to be matched with an in-school mentor, Paul. He was like the Big Brother I never had. Once he graduated from high school, our match was sadly finished, but we remain in contact. I know what it's like to wait for a Big Brother, and when I turn 16, I will become an in-school mentor. When I am old enough, I will be a Big Brother."

Deacon Barclay - BBBS Stettler (Heartland Youth Centre)
United Way program participant



HERE'S HOW YOUR LOCAL LOVE HELPS US TACKLE #UNIGNORABLE ISSUES:



\$50

provides 3 hours of support to connect seniors with a friendly visitor so that they are not socially isolated.



\$100

provides 25 hours of early learning programming for a 3 or 4 year old.



\$250

provides 10 GED Prep books for individuals looking to complete their equivalency diploma.



SHOW YOUR LOCAL LOVE.

DONATE TODAY

www.caunitedway.ca

To make your gift, click on the personal-donation link provided by your workplace, fill out your pledge form, or speak with your Employee Campaign Chair.

#UNIGNORABLE