

FOR IMMEDIATE RELEASE

LOCAL LOVE IN A GLOBAL CRISIS

Friday, March 20, 2020, Red Deer, Alberta — Today, United Way of Central Alberta (UWCA) launched a regional fundraising effort in response to the COVID-19 pandemic. Donations to the **United Way Community Response Fund** will enable the social services sector to continue critically important work needed to keep people safe and well during this public health crisis.

“Even in social isolation, we can lend a helping hand,” said UWCA CEO Brett Speight. “The Community Response Fund will help Central Albertans join together to provide incredibly important supports for agencies working on the front-lines right away.”

The fall-out of COVID-19 has put immense pressure on our social services fabric for things like basic needs, help for seniors and those living in shelters, support for individuals self-isolating, resources and equipment for volunteers, and mental health services. The Community Response Fund will be directly allocated to support community priorities and issues such as these. United Way will be collaborating with other community funders such as the Red Deer & District Community Foundation and the local FCSS to ensure the community is best supported.

The UWCA Board of Directors has approved the allocation of \$50K to jump-start the fund.

“We understand that all levels of government are providing substantial financial help,” said Carlin Doeksen, President, United Way Central Alberta Board of Directors. “We know more is needed and a co-ordinated Community Fund will make it easier for corporations and individuals who can afford to donate. United Way intends to be a strong partner during this crisis.”

Details on accessing and applying for funds will be available next week. Donations can be made online at www.caunitedway.ca, if you prefer to donate by cheque please contact us at brett.speight@caunitedway.ca.

For more information, please contact:
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- 30 -

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.