



**LOCAL LOVE  
IMPACTING  
LOCAL LIVES.**

**ANNUAL REPORT**

**2019**



**United Way  
Central Alberta**

# A YEAR IN REVIEW 2019-2020

## OUR MESSAGE TO YOU:

**Our last year went by so quickly and ended in unprecedented chaos as Covid-19 forced people world-wide to change the way they do things forever. While this dramatic event arrived only at the very end of our year, it became a monumental moment and reason for great pride in our organization, and our community.**

- Pride in the many agencies across Central Alberta who moved quickly to adjust their programs and services to ensure the community's most vulnerable residents were able to continue to access necessary services.
- Pride in our corporate partners and individual donors who quickly came to the table asking "How can I help?"
- Pride in the work we did quickly, to establish a Community Response Fund, to ensure agencies supporting our communities had access to the funds to address emergent needs caused by the pandemic.

We'd like to say a huge thank you to our donors, agencies, volunteers and to the staff at United Way Central Alberta who have been working very hard to make an impact during this difficult time.

COVID-19, with its powerful response from the community, is only part of what happened this past year.

Our campaign was down year over year, and we are incredibly thankful to the workplaces, individuals and corporations that continue to support our important work in Central Alberta. We would like to extend a special thank you to our co-chairs Ron Sauve and Edie Hiebert, as well as campaign cabinet for all of your hard work.

We focused intently on our Community Impact this year and in addition to our regular funding stream, we provided:

- PD and Capital & Equipment Grants
- Continued work with collaboratives in Central Alberta to address important social issues. These included: The Central Alberta Poverty Reduction Alliance, and The Local Immigrant Partnership.
- Learning opportunities in the community with: **9** Poverty Simulations to **630** Participants all over Central Alberta and we worked with Financial Empowerment collaboratives in Edmonton and Calgary to bring Financial Empowerment Workshops to Red Deer as part of our growing work around Financial Empowerment and Financial Literacy.
- We launched no-cost professional development opportunities to agencies in a variety of topics that have had large-uptake from the sector as we continue to expand this work.

The future remains uncertain for our sector; however, we remain optimistic. We are awed by how the community mobilized to address these challenges. We will continue to stand strong with our partner agencies and the sector as a whole in every way possible as we move from crisis to long-term sustainability. This is what we do best.

Thank-you staff, donors, corporate partners, volunteers and partner agencies for the amazing impact you all make on UNIGNORABLE issues and everyone in Central Alberta.

Yours Faithfully,



A blue ink signature of Brett Speight, written in a cursive style.

Brett Speight  
Chief Executive Officer

A blue ink signature of Carlin Doeksen, written in a cursive style.

Carlin Doeksen  
Board President

# LOCAL LOVE IMPACTING LOCAL LIVES

## OUR FINANCIAL SUMMARY

### ASSETS

#### Current assets

Cash (note 3)	\$ 498,817	\$ 685,689
Accounts receivable	2,986	28,264
Pledges receivable (net of allowance) (note 4)	456,619	500,843
Prepaid expenses	54,612	71,787

	<u>\$ 1,013,034</u>	<u>\$ 1,286,583</u>
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#### Investments (note 5)

	1,074,621	1,110,308
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#### Capital assets (note 6)

	10,545	6,195
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	<u>\$ 2,098,200</u>	<u>\$ 2,403,086</u>
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### LIABILITIES

#### Current liabilities

Accounts payable and accruals (note 7)	\$ 51,579	\$ 70,120
Deferred designation revenue	141,244	146,073
Deferred contributions (note 8)	58,307	35,868
Allocations payable (note 9)	1,077,350	1,100,000

	<u>\$ 1,328,480</u>	<u>\$ 1,352,061</u>
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### FUND BALANCES

#### Restricted for endowment purposes (note 10)

	\$ 14,980	\$ 14,980
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#### Invested in capital assets

	10,545	6,195
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#### Internally restricted (note 11)

	744,195	1,029,850
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#### Unrestricted

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	<u>\$ 769,720</u>	<u>\$ 1,051,025</u>
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	<u>\$ 2,098,200</u>	<u>\$ 2,403,086</u>
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### STATEMENT OF OPERATIONS

#### Revenues

Campaign revenue	\$ 1,643,889	\$ 1,737,337
Funds transferred from other United Ways	174,223	260,337
Grant income (note 13)	165,297	98,415
Other income (note 14)	42,722	64,815
Less: uncollectible pledges	(33,182)	(9,476)

	<u>\$ 1,992,949</u>	<u>\$ 2,151,428</u>
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#### Direct expenses

Fundraising (schedule 2)	431,791	397,185
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#### Net revenue available for programs

	<u>\$ 1,561,158</u>	<u>\$ 1,754,243</u>
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#### Program expenses

Allocations and grants (note 15)	1,118,693	1,114,532
Program expenses (schedule 3)	430,738	465,378
Designations	245,672	246,207

	<u>\$ 1,795,103</u>	<u>\$ 1,826,117</u>
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#### Deficiency of revenues over expenses before the following:

	\$ (233,945)	\$ (71,874)
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#### Unrealized loss on investments

	(49,109)	(7,589)
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#### Realized gain/(loss) on sale of investments

	1,749	(1,868)
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#### Deficiency of revenues over expenses

	<u>\$ (281,305)</u>	<u>\$ (81,331)</u>
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# SHOW YOUR LOCAL LOVE

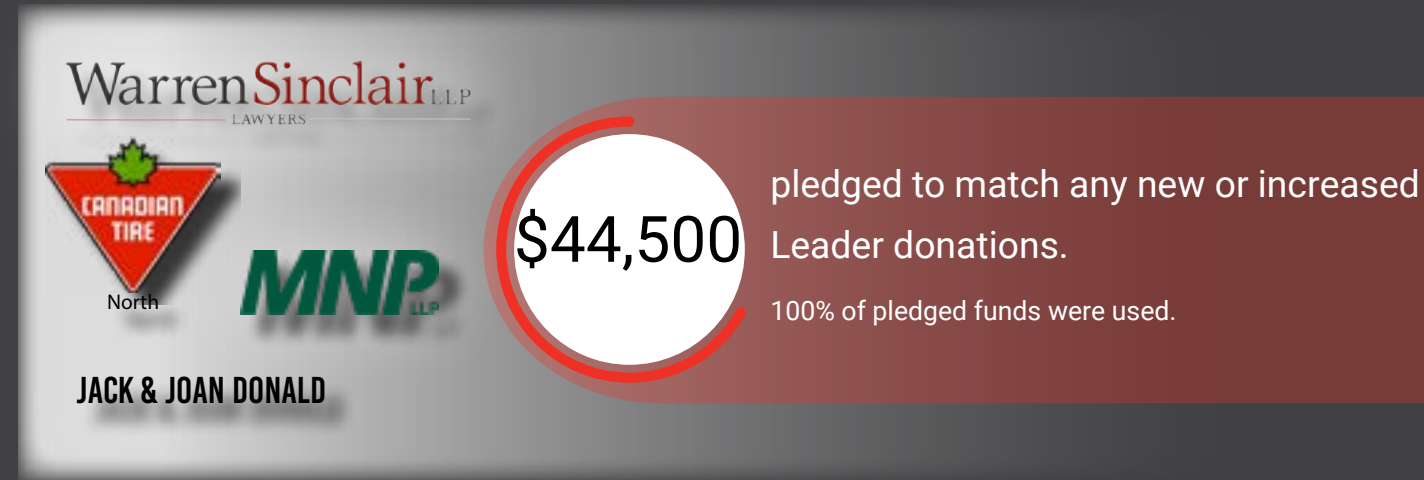
## OUR FUNDRAISING CAMPAIGN

The 2019 Campaign faced challenges as the economy continued its slow recovery, and organizations we have strong partnerships with no longer have operations within our region. Despite these challenges, so many of our supporters stepped up as they always do to support our campaign. Our Co-Chairs Ron Sauve and Edie Hiebert led a talented cabinet who worked very hard on behalf of United Way Central Alberta.

While our campaign was down, we saw many positives this year. Our workplace engagements tripled year over year, we had the highest attendance we have had at all of our events for a number of years and we saw growth in our individual non-workplace donors. We are so appreciative of all of our donors, sponsors and volunteers who continue to support our important work in Central Alberta.

### Leadership Matching Challenge

The program encourages current donors to increase their gift, or new donors to consider giving at the \$1,200 level.



WarrenSinclair<sup>LLP</sup>  
LAWYERS

CANADIAN TIRE  
North

MNP<sup>LLP</sup>

JACK & JOAN DONALD

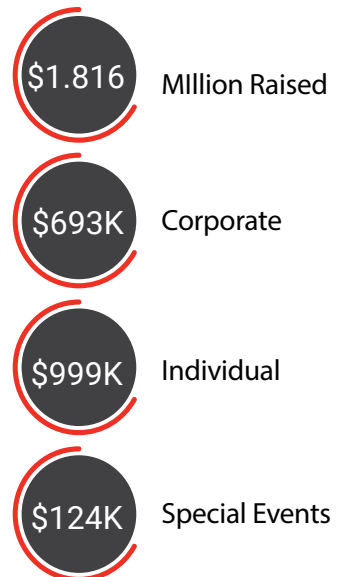
**\$44,500** pledged to match any new or increased Leader donations.  
100% of pledged funds were used.

#### HIGHEST ACHIEVING WORKPLACE CAMPAIGNS

NOVA Chemicals  
MEGlobal  
INEOS  
Alberta Health Services  
The City of Red Deer

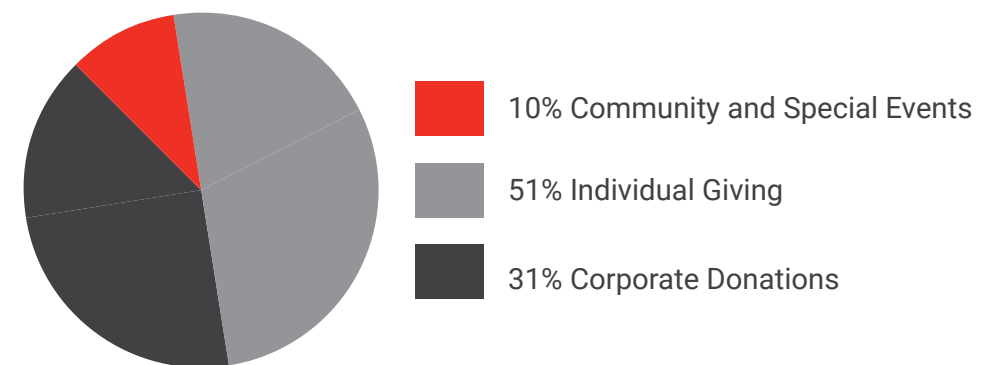
#### CAMPAIGN RECOGNITION AWARDS

PARTICIPATION AWARD  
Costco  
  
RISING STAR AWARD  
Chandos



### Revenue Breakdown

Excluding incoming 2020



241 donors gave at the \$1,200 Leadership level

# THANK YOU TO OUR SUPPORTERS

## OUR SPONSORS

### KICK-OFF LUNCHEON



### SOCKEY NIGHT IN RED DEER



### MEDIA SUPPORT

106.7 The Drive  
Big 105.5 FM  
X100.7 FM  
KG Country 95.5  
Kraze 101.3 FM

Red Deer Advocate  
Red Deer News Now  
Sunny 94 -Lacombe Online  
Zed 98.9 FM

### COMMUNITY CELEBRATION BREAKFAST



### 9TH ANNUAL SCOTCH CLASSIC



### LOANED REPRESENTATIVE



## OUR VOLUNTEERS

### BOARD OF DIRECTORS

A volunteer Board of Directors determines United Way's strategic direction, advises and takes responsibility for financial decisions and the CEO's performance.

Carlin Doeksen, President, Government of Alberta  
Keegan Mclevin, Vice President NOVA Chemicals  
Josh Edwards, Scott Builders  
Darren Lamothe, Novamen  
Louis Digout, Treasurer  
Purnima Lindsey, Red Deer Public School Division  
Doug Doran, Red Deer College  
Dean Krejci, Finance Committee

### CLIENT AMBASSADORS

Client Ambassadors are people who have benefited from the support of programs funded by United Way and want to give back to the community. They accompany United Way staff to workplace engagements and special events to tell their stories of success.

Dragan Jovanovic, Wanda Lawrence, Heather Moyes, Cameron Moyes, Amanda Burt, Deacon Barclay, Alrick Forbes, Ravi Joshi, Geeta Joshi, Kyle Turner, Scott Jacobs, Carla Riley-Sloan, Linda Shepherd, Mike Wimmenhove

### COMMUNITY IMPACT COUNCIL

The Community Impact Council and Priority Impact Teams are volunteers who lead the Community Impact Strategy for United Way Central Alberta. Their role is integral to determining how funds raised are invested in programs.

Brenda Farwell, Alberta Health Services  
Valdene Callin, Chair Wellness PIT Nestle  
Kathryn Hagen, Community Member  
John Mulgrew, Chair Income PIT INEOS Canada  
Edie Hiebert, Community Member  
LeeAnne Shinski, Community Member  
Brenda Watts, Chair of Council  
Mindi Ganson, Chair of Education PIT, Strategis LLP  
Dustin Lawtey, Community Member

### PRIORITY IMPACT TEAM MEMBERS

Valdene Callin, Randy Odishaw, Shelley Odishaw, Sheila Bannerman, Dagmar Hargreaves, Jason Chillibeck, Mark Hodson, Wendy Madden, Danielle Stewart, Cindy Hunt, Jim Taylor, Craig Curtis, LeeAnne Shinski, Angelina McAlpine, Garth Fisher, John Mulgrew, Sheri MacLeod, Jennifer Rookes, Kodie Semeniuk, Andy Metzger, Mindi Ganson, Anto Davis, Dawn Reid, Sean Enright, Fiona Hess, Dustin Lawtey, Janna Deng, Kaywana James-Leon, Heather Ast, Starley  
Brightnose-Nelson, Karen Busch

### CAMPAIGN CABINET

Campaign Cabinet volunteers are senior business and community leaders who come together to lead United Way's fundraising campaign.

Buck Buchanan, The City of Red Deer  
Eric Colberg, BDO  
Patricia Couture, Community Member  
Craig Curtis, The City of Red Deer  
Edie Hiebert, Co-Chair  
Andrew Kalenchuk, NOVA Chemicals  
Kristen Korhonen, BMO  
Karen Reay, Red Deer & District Labour Council  
Ron Sauve, Co-Chair, RBC  
Sherri Smith, Proform  
Kelly Treleaven, RBC  
Linda Wilson, (Leadership Matching), Corquest  
Dianne Wyntjes, The City of Red Deer

### GENNEXT CABINET

The GenNext Cabinet volunteers are a group of passionate, professional Central Alberta's in their 20s and 30s taking action to educate and inspire the next generation of community leaders.

Denis O'Dwyer, Laura Allard, Sean Enright, Megan Fitzpatrick, Ryan Veldkamp, Brett Bothwell, Lindsey Thompson, Esther Stuart, Aeri Jung, Brandon Greener, Delainey Zsigrai, Charlotte Gervais

# OUR WAY FORWARD

## OUR 2019 IMPACT

13,793

Lives were changed through investments in 35 programs, 26 partner agencies and 1 coalition across Central Alberta.

### EDUCATION

Helping kids be all they can be

3,792

kids were supported in 2019

12

programs delivered by 10 partner agencies

### INCOME

Moving people from poverty to possibility

4,302

people were supported in 2019

7

programs delivered by 7 partner agencies

### WELLNESS

Building strong and healthy communities

5,699

clients were served overall

16

programs delivered by 13 partner agencies and 1 coalition

### OUR STAFF

Brett Speight, Chief Executive Officer  
Christine Curtis, Community Impact Coordinator  
Chelsea O'Donoghue, Donor Relations Manager  
Lori Jack, Community Impact Development Officer  
Lesia Reimer, Database Clerk  
Vijaya Noorithaya, Finance Administrator  
Amy Stiksma, CPA, CA, Finance Manager  
Farren Mather, Engagement Manager

### OUR COMMITMENT TO YOU

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



**United Way**  
**Central Alberta**

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