



local love

IN A
GLOBAL CRISIS



Dear friends and supporters,

We've learned a lot over the past month, at great speed. At the end of March, many of us were still setting up home "offices", learning how to use "Zoom" and joking about how to disguise our pajamas so it looks like we're wearing clothes if the boss calls for a video chat.

At that time, the scope of the COVID-19 pandemic was just coming into focus and we had begun making preparation for emergency funding for front-line agencies. We loosened some of the restrictions surrounding our three-year funding so agencies could redirect monies to deal with immediate urgent costs, and in collaboration with the Red Deer and District Community Foundation, we created the COVID-19 Community Response Fund. The fund began with \$50K in seed money from both of our agencies and we were accepting applications and donations almost immediately.

The response from the community has been swift and generous. NOVA Chemicals made a corporate donation and pledged to match all the donations made by their employees. Corporate donations have also been made by Scotiabank, and BMO. On the National level, corporations like Kimberley-Clarke, Starbucks, London Drugs, and Canadian Tire have provided millions to United Ways across Canada. Last week and closer to home, Canadian Tire North and Canadian Tire Corporation donated 64,000 surgical-grade masks for us to distribute to Central Alberta agencies that need them to continue their vital work. Thousands of these masks have already been requested by agencies and they will receive them this week. This kind of home-town funding from all these businesses and corporations

is humbling and making a genuine impact on agencies and their clients. We thank you so much.

It has become increasingly apparent that we will be dealing with this pandemic for a while to come. This Community Response Grant remains open and is available to assist registered charities with a short-term urgent funding need created by the COVID-19 global crisis. The grant application for agencies can be accessed [here](#).

The Provincial Government has announced it will match donor contributions to the Community Response Fund until the end of May. Donating before that time will have an even greater impact for the agencies we serve. **We know you want to help too. If you're able please [donate today](#).**

In addition, we have begun to distribute the Federal funding designed to assist seniors. That is just underway as we recently received our allocation of the \$9M that was announced for all of Canada. We look forward to assisting agencies serving some of our most vulnerable population.

Our United Way Central Alberta offices remain closed, but we are maintaining regular business hours. You can reach our staff by calling the office number 403-343-3900. And remember, if you are in need of information, you can call 211 at any time of day in more than 200 languages. You can also text 211 or go online at [ab.211.ca](#) to chat or browse.

Keep flattening the curve!

Sincerely,

Brett Speight, CEO
United Way Central Alberta

[Visit our COVID-19 webpage](#)

Thank you for your generosity.



The #UNIGNORABLE Update

United Way Central Alberta's, Brett Speight and Red Deer District Community Foundation's, Erin Peden discuss the Covid-19 Community Response Fund and how United Way Central Alberta and the Red Deer and District Community Foundation started working side-by-side.

Hosted by Christine Curtis (UWCA) You can see more information regarding the funds at [caunitedway.ca/covid-19](#) and [rddcf.ca](#)

[Listen Here](#)

GenNext Community Talk Series



Community Talk Series

Join the GenNext Central Alberta team virtually connect with our community organizations and agencies to check in and see how they are navigating through these times and explore different ways and ideas to help.

[View Here](#)

A banner for the 211 service. On the left, a large "211" is circled in red. Below it is a black button with the text "Learn More". In the center, a hand holds a smartphone displaying the 211 app interface. The phone screen shows the "211" logo, the text "Help is just a click away...", the website "www.ab.211.ca", and "24 HOURS A DAY 7 DAYS A WEEK". Below that, it says "With one simple click, connect to:" followed by a list: "• Social Services", "• Government Services", and "• Health Services". On the right side of the banner, the text "When you don't know where to turn..." is displayed above the United Way Central Alberta logo and name.

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