

ANNUAL REPORT 2021

caunitedway.ca

#UnitedWeAreStronger

In the spirit of reconciliation, we acknowledge that the communities we serve are located in the Indigenous traditional territories represented by Treaties 6 and 7 and an historic Metis gathering site. We offer respect to this land, its 21 First Nations, and all Indigenous, Metis and Inuit Peoples. United Way Central Alberta is committed to building stronger relationships with Indigenous, Metis and Inuit Peoples in this region to ensure that we contribute to meaningful lasting prosperity. We pursue this work as individuals and as an organization.



United Way
Central Alberta

2022/06

2021 In Review

Our 2021 Campaign year flashed by quickly and like many, we faced another year of challenges with abrupt starts and stops of COVID health restrictions. We shifted many of our campaign activities online, as well as our extremely important work around our community impact strategy. Like most other organizations, we learned to adjust to a digital-first environment to achieve our goals.

Our fund development team worked very closely with our donors to make everyone's campaigns as engaging as in-person events and the hard work paid off. We maintained our campaign results year over year, which continued to stabilize our financial position and ensured we could provide important support for our partner agencies throughout the region.

We had a great deal of uptake around the Period Promise initiative. What started as a small pilot of 4 schools has expanded to the entire province thanks to the support of the Government of Alberta. We also launched a pilot in the Town of Innisfail and many businesses, and the City of Red Deer, signed on to the Period Promise. We will continue to work with our partners at Soroptimist International Central Alberta to expand and grow this work.

On the community impact side, we continued our funding as we do every year, to work and support our partner agencies, community collaborations and other important initiatives improving our community. As we strive towards a new community impact strategy, we learned from communities throughout the region about what is important. Also, we know that to be an equitable funder we must become a more diverse and inclusive organization. A DEI audit was completed with recommendations on how our organization can improve, and our staff and volunteers are using the audit to guide how we operate moving forward, informing our impact strategy so we become a more inclusive partner and funder.

Financially, we have a second year of surplus after a few years of deficits. This is due to the hard work of the Board, volunteers, and staff. We have improved our operations, and stabilized our revenue to ensure that United Way Central Alberta is here supporting and strengthening our community for many years to come.

It has been a rewarding year, thanks to our wonderful supporters. Thank you to our workplace, corporate and individual donors, and our sponsors. Without you, we could not make the impact we have in our community.

Thank you to our volunteers who allow our small

team to accomplish big things. It would be a long list if I named everyone, so I will say thank you to anyone who gave their time to support UWCA in 2021.

This will be my last report as CEO of United Way Central Alberta and I want to say it has been an absolute pleasure to work with so many great individuals and businesses to make the community a better place. I also want to acknowledge the UWCA staff team. I have seen them all accomplish amazing

things and grow so much in their roles these past four years. It has been an absolute pleasure to lead this important and wonderful organization. My hope is I left it better than I found it. I know Chelsea and the team will continue to deliver the important impact for Central Alberta.

- Brett

As a Board, we are really proud of what United Way Central Alberta has accomplished over the last year. We worked through uncertainty to accomplish a great deal as an organization.

The year ended with a change of leadership at United Way Central Alberta, with Brett stepping away after four years of leading the organization through great change and evolution. We are fortunate that part of that change was to create a solid succession plan. After an extensive search with over fifty applicants, it was evident that we had the right person for the role already within the organization. The Board is excited to work with Chelsea and watch her lead UWCA into the future.

While our leadership has changed, our commitment to the community has not, and will not miss a beat in creating a safe & healthy community where everyone thrives.

I want to thank the Board of Directors who have worked hard throughout the year overseeing the governance and finances of UWCA as well as dedicating extra time as we searched for a new Chief Executive Officer. Thank you to all our Board Members for your hard work and dedication through the year.

Thank you also to all our donors, volunteers and staff who make the work we do possible.

Doug Doran

President of the Board, United Way Central Alberta

2021 Financial Summary

STATEMENT OF FINANCIAL POSITION

ASSETS

Current assets

Cash	\$ 622,328	\$ 632,519
Accounts receivable	12,077	38,455
Pledges receivable (net of allowance)	357,827	344,684
Prepaid expenses	46,538	90,897
	<u>\$ 1,038,770</u>	<u>\$ 1,106,555</u>

Investments

1,218,204 1,189,001

Capital assets

19,605 24,697

\$ 2,276,579 \$ 2,320,253

LIABILITIES

Current liabilities

Accounts payable and accruals	\$ 41,988	\$ 37,333
Deferred designation revenue	157,853	113,908
Deferred contributions	31,006	84,096
Allocations payable	930,001	1,025,005
	<u>\$ 1,160,848</u>	<u>\$ 1,260,342</u>

FUND BALANCES

Restricted for endowment purposes	\$ 16,199	\$ 15,582
Invested in capital assets	19,605	24,697
Internally restricted	1,062,870	948,762
Unrestricted	17,057	70,870
	<u>\$ 1,115,731</u>	<u>\$ 1,059,911</u>
	<u>\$ 2,276,579</u>	<u>\$ 2,320,253</u>

STATEMENT OF OPERATIONS

Revenues

	2022	2021
Gross general campaign revenue	\$ 1,865,501	\$ 1,832,884
COVID-19 fundraising campaign revenue	-	190,781
Less: uncollectible pledges	(19,033)	(19,845)
Net campaign revenue	\$ 1,846,468	\$ 2,003,820
Government assistance	127,340	237,525
Other income	43,077	43,556
Grant income	42,470	124,161
COVID-19 grant income	-	1,357,558
	<u>\$ 2,059,355</u>	<u>\$ 3,766,620</u>

Expenses

Allocations and grants	1,059,381	1,051,730
Program expenses	404,421	409,657
Fundraising	398,103	409,882
Designations	147,946	219,461
COVID-19 grant disbursements	-	1,477,492
	<u>\$ 2,009,851</u>	<u>\$ 3,568,222</u>

Excess (deficiency) of revenues over expenses before:

Realized gain on sale of investments	15,719	3,051
Unrealized gain/(loss) on investments	(9,404)	88,742

Excess (deficiency) of revenues over expenses

	<u>\$ 55,819</u>	<u>\$ 290,191</u>
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For our complete audited financial statements, please visit our website at www.caunitedway.ca.

2021

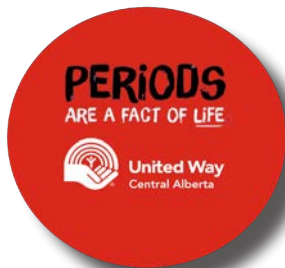
Programs & Initiatives



GenNext encourages people 20s-30s to become involved with United Way, to more fully understand the issues confronting people in our region, to actively connect with community and to influence positive change through meaningful volunteering and networking opportunities.



Women United showcases the philanthropic power of women by connecting female philanthropists to issues that matter most to them, and to each other.



United Way's Period Promise's mission is to provide barrier-free access to hygiene products for all, to destigmatize menstruation and work towards helping more people get access to the products they count on with the dignity they deserve.



Small Business is at the heart of our community. By teaming with United Way, your business makes an immediate, positive impact in the community.



The Enmax Lights On Fund provides families and individuals who are facing financial challenges with emergency funds to avoid utility disconnection.

2021

Leadership Matching Challenge

\$30,000 RAISED!

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

Thank You



JACK & JOAN DONALD

WarrenSinclair_{LLP}
LAWYERS
www.warrensincclair.com



100% of pledged funds were used.

Highest Workplace Campaigns



2021

Campaign Recognition Awards



Central Alberta
Small Business
Award

Education and
Engagement
Award



SOROPTIMIST®
Investing in Dreams



Stantec

Rising Star Award



Outstanding
ECC



Canadian Mental
Health Association
Mental health for all

Central Alberta Region



NOVA Chemicals

Funded Partnership Award

Local Love in Action Award

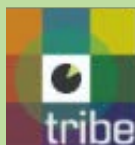


Central Alberta
Everyday Hero
Campaign Award



Innovation Award

MEMBERS



Dose Coffee

2021 Local Impact

Education

Helping Kids be
all they can be

2,933
kids were
supported in 2021

11
programs were
delivered by 9
partner agencies

Income

Moving people
from poverty to
possibility

5,012
people were
supported in
2021

7
programs at 7
agencies

Wellness

Building strong
and healthy
communities

3,556
people were
served overall

13
programs and
1 collaboration

11,501

**Lives were changed
through investments in
31 programs, 26 agencies
and one collaboration**

2021

Our Volunteers

Board of Directors

Doug Doran, President - Red Deer Polytechnic
Carlin Doeksen, Past President - Government of Alberta
Ron Sauve, Vice President - RBC
Mark Hodson, Treasurer - NOVA
Darren Lamothe, Novamen
Purnima Lindsay, Red Deer Public School District
Amber Hutscal
Cathy Perry
Dean Krejci - Finance & Audit Committee

Community Impact Council

Brenda Watts, Chairperson
Dustin Lawtey, Community Member
Edie Hiebert, Community Member
John Mulgrew, Chair Income Team
Kathryn Hagen, Community Member
LeeAnne Shinski, Community Member
Mindi Ganson, Chair Education Team
Valdene Callin, Chair Wellness Team

Campaign Cabinet

Edie Hiebert, Co-Chair, Community Member
Buck Buchanan, The City of Red Deer
Craig Curtis, Community Member
Karen Reay, Red Deer & District Labour Council
Kristen Korhonen, BMO
Andrew Kalenchuck, NOVA Chemical
Sherri Smith, Proform
Kelly Treleaven, RBC
Stu Henry, Community Member
Daniel Backman, RBC

2021 Our Volunteers

PIT Volunteers

Valdene Callin
Mindi Ganson
Anto Davis
Sean Enright
Fiona Hess
Dustin Lawtey
John Mulgrew
Kristen MacKenzie
Jolene Gruntman
Michelle Rauckman

Benno Fath
Kirsten Davis
LeeAnne Shinski
Marc Lambert
Sheri MacLeod
Jennifer Rookes
Kodie Semeniuk
Brenda Watts
Karen Busch
Stacey Meakin

Randy Odishaw
Shelley Odishaw
Sheila Bannerman
Danielle Stewart
Suzie Lewis
Mark Waters
Sheryl Wowk
Kathryn Hagen
Colleen Watson

GenNext Cabinet

Ryan Veldkamp, Co-Chair - City of Red Deer
Peter Wang, Co-Chair, NOVA Chemicals
Denis O'Dwyer, BMO
Sean Enright, RBC
Delainey Zsigrai, RBC
Brandon Greener, Scotiabank
Aisley Miles, Turning Point
Dan Jackson, Lawyer
Chris Windrim, Red Deer Chamber of Commerce
Kelsey Krieger, Alberta AFC

Scotch Committee

Lars Rogers
Lee Ann Waines
Jennifer Forrest
Brett Speight
Heather Karst
Jamie Wilson
Tom Terrill

Client Ambassadors

Heather Moyes	Deacon Barclay
Cameron Moyes	Kaeleigh Boston
Linda Shepherd	Carla Riley-Sloan
Ravid Joshi	Scott Jacobs
Geeta Joshi	Scott Douglas
Kyle Turner	Tia Fitzpatrick
Alrick Forbes	Jodi Bell

Our Leaders

\$10,000 +

Domenico Mancuso & Laurel Marshall
Lori Dore
Mark Wiseman
Regina Donnelly
1 anonymous donor

\$7,500 - \$9,999

David & Maureen Miller
3 anonymous donors

\$5,000 - \$7,499

Denise Bailey
Barry & Carol Brouwer
Bobbi & Curtis Liebrecht
Brian Curran
Donna and Ron Durham
Jack & Joan Donald
John & Elizabeth Wilson
Joshua & Tiffany Pawlak
Mark Hodson
Memory of Barrie Hagen
Patty & Mike Carley
Ralph Ward
Rocco Schurink
Roxann & Stan Good
Vince & Brenda Boyce
8 anonymous donors

\$2,500 - \$4,999

Aidan Bodsworth
Alison Weir
Andrew & Leah Kalenchuk
Angela Thompson
Art Reesor & Corinne Dueck
Brenda & Andrew Tainsh
Brett Speight
Brian & Irene Green
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David Woods
Dean Tarasoff
Derek Fuchs
Doug & Marjie Allan
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Gwen & Wayne Clarke
Irene & Gordon Taylor
Janeth Liendo
Jason & Meaghan Maskowitz
Karl and Jolyn Dobinson
Kevin & Christine Wilke
Lance & Jessica Bick
Lars & Darlene Rogers
Leanne Colby
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Murray & Nadine Cunningham
Nicholas Spyksma
Oswaldo Asprino
Philpott Family
Rich Guido & Sylvie Guido
Rob & Carol Warrender
Sheila Eleason
Tyler McRobbie
9 anonymous donors

\$1,200 - \$2,499

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Andrea Mercer
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Anna Thomsen
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Bernice Pelletier
Bill & Erin Gutsche
Bonnie & Mike Gillis
Brad Peacock
Brenda Neufeld
Brian Inglis
Bruce Doll
Cameron Kreil
Carla Travis
Caroline Harrington & Brock Gorgichuk
Chad Moore
Charles Obst
Chris Cooke
Chris Thiessen
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Christine & Ian Alexander
Christine and Martin Villeneuve
Colin & Allison Campbell
Colleen Cox
Connor Dobko
Craig Ashley
Curtis McCord
Darryl Stebner
Daryl Danchek
Dave & Krista Eisenhawer
Dave Nuth
David & Lianna Richmond
David Ting & Prudence Wu
David Wilkinson
Deb Wallace-Little

\$1,200 - \$2,499 con't

Delta Rempel
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Denise Bos
Dianne Wyntjes
Dion Zukiwsky
Dominic Lee
Don Kelloway
Doug and Laura Doran
Dr. Ted Isenor
Dr. Tony & Cathy Odenbach
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Gail & Roger Surkan
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Leona Jarmoluk
Lisa Robinson
Lorelys Diaz
Lori Jack
Lynette Grose
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Michelle Andrew
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Murray Boyce
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Paula Cooper
Peter & Arista Bouch
Peter Woodford
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Russ Dodd
Ryan & Maria Voice
Ryan Corbett
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Sharon Hanson
Shelley Ralston
Stacy Johnston

Stephen Dyck
Stephen Yates
Steve Parton
Tammy Zimmerman
Tennielle Gilchrist
Terry & Bev Greter
The Cline Family
The Ellefsons
The Hibbs Family
The Mulgrews
Tracy Mattice
Travis and Jennifer Kletke
Weiss Family
Wendy Lajeunesse
37 anonymous donors

Workplaces with 3+ Leaders

NOVA Chemicals
MEGlobal Canada
INEOS Canada Partnership
The City Of Red Deer
MNP
Swainson Alexander LLP
United Way of Central Alberta
DOW Chemicals
IG Wealth Management
Scott Builders Inc.
TD Canada Trust

Our Workplace Leaders

NOVA Chemicals
MEGlobal Canada
INEOS Canada Partnership
Enmax Corporation
DOW Chemicals
Scotiabank
INTACT Insurance
Royal Bank of Canada
TD Insurance
Keyera Corp.
Costco Wholesale Ltd.
MNP
TD Canada Trust
The City Of Red Deer
Servus Credit Union
Alberta Health Services
Border Paving Ltd.
United Way of Central Alberta
Canadian Tire
Donna Purcell QC Law
CIBC
Scott Builders Inc.
Central Alberta Co-op
Nutrien Ltd.
Bank Of Montreal
Warren Sinclair LLP
ATB
Alberta Community and Social
Services
Shell Canada Limited
Chandos Construction
IG Wealth Management
London Drugs
Keyera
Scotia Wealth Management
Swainson Alexander LLP
Red Deer Polytechnic
Government Of Canada
Turple Bros Ltd
AltaLink Red Deer
Turning Point
Canadian National Railway
Southside Plymouth Chrysler Ltd
Service Canada

Ing & Mckee Insurance Ltd
Stantec
Eagle Builders
Canadian Western Bank
Proform Concrete Services
Johnston Ming Manning
Alberta Transportation
Melcor Developments Ltd.
Finning Canada Inc.
Red Deer & District Labour
Council
United Parcel Service
River Valley Properties
Wawanesa Insurance Co.
Alberta Blue Cross
Al-Terra Engineering Ltd.
Catholic Social Services
Farm Credit Canada
Canadian Mental Health
Association
Co-Operators Insurance
ProVerus LLP
Suncor Energy Foundation
Schnell Hardy Jones LLP
GCS Energy Services
Cosmos Community Support
Services, LTD
University Of Alberta
Alberta Energy Regulator
Fiat Chrysler Automobiles
Canada Inc.
Brian Scott MacNairn PC
Red Deer Public School District
104
Ricoh Canada Inc.
Alberta Public Service
Commission
Maureen D McCall PC
Sorooptimist International
The Canada Life Assurance
Company
Alberta Justice and Solicitor
General
EPCOR

Northside Construction Ltd.
Pasquale Mancuso
Construction Ltd.
Red Deer Bottling Co. Ltd.
Mitchell & Jewell Limited
Sisters Of St. Joseph
Cilantro and Chive
Waskasoo Estates
Zenally
Gasoline Alley Law Group
Sun Life Financial
CJ-CSM Inspections
Ponoka Youth Centre
Association
Pivotal LLP
Scotiabank Wealth
Management
Scott McKelvie Welding Ltd.
Agri-Food Canada
Olymel
Central Alberta Refugee
Effort
Alberta Environment and
Parks
PC Corp Inc.
Lahrmann Construction
Alberta Culture,
Multiculturalism
Big Brothers Big Sisters -
Ponoka
Pembina Pipeline
Canada Post
Canada Revenue Agency
Canada Food Inspection
Agency
Central Alberta Women's
Outreach Society
WSP Engineering Services
Fluor Canada Ltd.
Royal Canadian Mounted
Police
Fort Garry Industries Ltd
Bootlegger
Alberta Municipal Affairs

Health Sciences Association Of
Alberta
Triple A Electric Ltd.
Eisan Consulting
Altalaw
Bashaw & District Support
Services
Battle River Implements
Alberta Economic Development
and Trade
Alberta Labour & Immigration
Achievers
Anderson Slipp Chartered
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TransAlta Corp
Veterans Affairs Canada OOA
Sagen Canada
Alberta Agriculture & Forestry
BMO Nesbitt Burns
A&B Bickford Farm
TC Energy
Alberta Gaming and Liquor
Commission
Shalom Counselling Centre of
Alberta
Innovation, Science and Economic
Development Canada
RBC Dominion Securities
Enterprise Rent-A-Car
Red Deer Regional Airport
Cloverdale Paint
Cakes & Doe
Wynward Insurance Groupe
Department of National Defence
Alberta Energy Regulator
Burnet, Duckworth & Palmer LLP
Alberta Gaming Commision
Alberta Motor Association
Canada Brokerlink

2021

Thank-you Generous Sponsors!

Scotch Classic



Period Promise



Kick Off Celebration



GenNext Events



2021 Campaign Awards of Distinction



THE PRECAST CONCRETE CONNECTION

2021 Our Staff

Brett Speight, Chief Executive Officer

Christine Curtis, Communications & Impact Coordinator

Chelsea O'Donoghue, Donor Relations Manager

Lori Jack, Community Impact Manager

Farren Mather, Engagement Manager

Amy Stiksma, CPA, CA, Finance Manager

Lesia Reimer, Data Systems Clerk

Shelley Odishaw, Data Entry Clerk

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

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