



United Way
Central Alberta

UNITED

WE ARE STRONGER

INEOS: FUELING COMMUNITY
THROUGH UNITED WAY
DONATIONS

UWCA PROJECT: RDP
STUDENTS TRACK BASIC
NEEDS!

2022 ANNUAL REPORT

FEATURING

2022 - 2023 CEO REPORT

FINANCIAL
STATEMENTS

AGENCY PARTNER
AND UNITED WAY
PROGRAMS

PARTNERSHIP FUNDING

■ **MENTAL
HEALTH NEEDS
IN A POST -
COVID WORLD**

■ **DELIVERING
NOURISHMENT
AND
COMPASSION**





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MESSAGE

FROM OUR PRESIDENT

2022 has been a year of transition for United Way Central Alberta.

Thank you for joining us this evening as we come together to reflect on the past year at United Way Central Alberta.

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 a historic Métis gathering site. We offer respect to this land and its 21 First Nations. United Way Central Alberta is committed to building stronger relationships with First Nations, Métis 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.

2022 has certainly been a year of transition for United Way Central Alberta. Under the new leadership of CEO Chelsea O'Donoghue, UWCA performed the annual fundraising campaign, ongoing outreach and community collaboration we do every year, but in addition, we undertook a complete update of our Strategic Plan and Community Impact Strategy while understanding that addressing equity is about deliberate systemic change with UWCA to best position our organization to improve lives across Central Alberta in the next three years of recovery.

As a Board, we are proud of what United Way Central Alberta has accomplished over the last year. 2022 was not without its challenges, not only for the non-profit sector, but across our community. However, we believe the changes



we've made to our strategic priorities, and the shifts we're shaping throughout our community impact work, volunteer engagement and granting processes will guide us in best delivering on our new vision of creating thriving communities where everyone can reach their potential - and our new mission of strengthening vital connections that support people in need across our communities.

I want to thank the Board of Directors who have worked hard throughout the year overseeing the governance of United Way Central Alberta.

And an important and celebrated thank you goes out to all our donors, volunteers and staff who make the work we do possible. ■

A handwritten signature in black ink, appearing to read 'Doug Doran'.

Doug Doran
2022 President, UWCA Board of Directors

THANK YOU 2022 KICK OFF LUNCHEON SPONSORS

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Shalom Counselling

Meeting the Growing Mental Health Needs in a Post-COVID World

In a candid conversation with Ruby Stones, the Executive Director of Shalom Counselling, we gained insight into the state of mental health following the COVID-19 pandemic. With a surge in demand for their services, Shalom Counselling has been steadfast in its mission to provide support to individuals and families in need. Stones shares how the organization has adapted to the changing landscape and addresses the pressing issues faced by their clients.

Unprecedented Demand for Counselling

Stones highlights that the past two years have witnessed a significant increase in the number of individuals seeking counseling services.

"I don't know if I would call it post-COVID even," Stones said. "It's become kind of the norm." Shalom has experienced a consistent one-third rise in applications, with a steady influx of registrations every week.

"Our counsellors report seeing far more serious issues," she continued. "People used to come in to talk about 'how do I make my relationship stronger?' which is fair and valid, now it's more about 'how do I salvage my relationship?' It's more serious." The organization has witnessed a rise in cases involving suicidal ideation, hopelessness, concerns about children's well-being, and strained relationships between partners or spouses. Even children and teenagers are not immune to the impact, with child-play therapists seeing an influx of young victims of domestic violence, separation or divorce, and general anxiety.

"There are lots of teens experiencing anxiety," said Stones. "It's in the schools, everything has kind of changed."

Ruby Stones, Executive Director, Shalom Counselling





“There are lots of teens experiencing anxiety. It’s in the schools, everything has kind of changed.” - Ruby Stones

Students were home for two years, and if they didn’t have strong support system at home, or even if they did, (they wonder) “What does our future look like?”

Preparing for the Future

Looking ahead, Shalom Counselling recognizes the need to adapt and expand its services. The imminent retirement of their child-play services counselor has prompted the organization to prioritize filling that position. However, the physical constraints of their current building prevent them from adding additional staff members. Hence, they plan to optimize their existing resources and ensure that counselors receive the necessary training to address evolving mental health challenges effectively.

Shalom Counselling has a sliding scale fee structure based on household incomes, ensuring that financial limitations do not impede access to mental health services. The organization has transitioned from counselors setting the fees to front-line staff assessing household income, enabling clients to make the most of their counseling sessions. By offering a range of fees starting from as low as \$30 per session and extending up to the maximum insurable amount of \$220, Shalom Counselling strives to make its services accessible to all. Additionally, acknowledging the financial constraints faced by some individuals, Shalom Counselling offers a unique program that allows clients to volunteer at non-profit

agencies in exchange for counseling credits. These credits can be used to offset the cost of their sessions, ensuring that even those facing significant financial hardships can still access the support they need.

Partnering for Sustainability

Shalom Counselling recognizes the invaluable support provided by organizations like United Way and other funding sources. Financial assistance from these partners ensures that the organization can continue offering its services at reduced rates and bridge the gap between the fees clients can afford and the costs of providing quality mental health care. ■

Red Deer Meals on Wheels

Delivering Nourishment and Compassion

For years, a remarkable organization in Red Deer - Red Deer Meals on Wheels - has been quietly making a difference in the lives of individuals who are unable to prepare or obtain meals for themselves. With the help of dedicated volunteers, United Way Central Alberta, and other agencies, this invaluable service continues to thrive, providing nourishment and a sense of community to those in need.

Challenges of Going Green: Biodegradable Alternatives

"Some items that were 12 cents are now 66 cents. These are numbers we could never fathom happening." - Louise Lamberigts

Louise Lamberigts, Executive Director at Red Deer Meals on Wheels, explains the immense challenge they face due to the federal ban on single-use plastics. While the ban aims to promote sustainability, it presented a financial hurdle for the organization. "Some items that were 12 cents are now 66 cents. These are numbers we could never fathom happening. Soup bowls and dessert bowls experienced a staggering price increase, tripling their cost." It created an overall budget increase of \$12,000. Despite the strain on their budget, Red Deer Meals on Wheels remained committed to reducing their environmental impact and switched from Styrofoam to biodegradable alternatives. Another recent transition was the move from their steel racks for meal delivery to insulated bags. That upgrade was made possible by the Rotary Club.





James Payne, Louise Lamberigts, and Gina Thomsen package hot food for RD Meals on Wheels

Serving the Community: A lifeline for many

Red Deer Meals on Wheels plays a crucial role in the lives of their clients. From individuals recovering after a hospital stay to seniors and those with permanent disabilities, Red Deer Meals on Wheels ensures that no one goes without a proper meal. With approximately 153 clients so far this year, the organization anticipates serving a similar number of meals as the previous year's remarkable count of 18,027. Each meal delivered is more than sustenance; it represents care, companionship, and a lifeline to those in need. "It's not just bringing the food to the door," said Lamberigts. "For some people it might be the only person they talk to that day."

The Power of Volunteers: Going Above and Beyond

The backbone of Red Deer Meals on Wheels is its

dedicated volunteers. These remarkable individuals go beyond simply delivering meals; they become a vital connection to the outside world for many clients. "They perform wellness checks," said Lamberigts. "It's not unusual, it's happened, they go in the door and the person's on the floor. I've had volunteers that have had to go in and just call 911. They'll do everything from changing a battery in a remote or thermostat. They'll even go drive and buy the batteries."

Dedication: Unsung Heroes Among Us

Our volunteers are wonderful a great group of people. They care, they are motivated, They are volunteers for us because they want to serve, they want to be part of people's lives," said Lamberigts. "And I never forget," she continued, "that when they go to the gas pump, they are donating yet again." ■

SPOTLIGHT: IMPACT

Education: 3549 kids were supported in 2022 through 11 programs by 9 partner agencies.

Income: 8120 people were supported in 2022 through 6 programs by 6 partner agencies.

Wellness: 3586 people were served overall in 2022 through 14 programs by 13 partner agencies and 1 collaboration.



OVERALL

15,255 lives were changed with investment in 31 programs, 25 agencies and 1 collaboration.

COMMUNITY IMPACT COUNCIL (CIC)

Members of Council are a diverse representation of the community who are responsible for setting the community impact priorities and granting processes, and then deciding on how to invest donor dollars in programs that align with these priorities and deliver significant impact in the Central Alberta community.

John Mulgrew
Edie Hiebert
Brenda Watts
Carlin Doeksen
Kathryn Hagen
Valdene Callin
Mindi Ganson
LeeAnne Shinski
Andrea Brack
Kaywana James - Leon

PRIORITY IMPACT TEAM (PIT CREW)

PIT members visit agencies, review their applications and recommend funding allocations to the Community Impact Council.

Benno Fath
Sheila Bannerman
Karen Busch
Anto Davis
Jolene Gruntman
Randy Odishaw
Kodie Semeniuk
Danielle Stewart
Mark Waters
Cheryl Wowk
Craig Curtis
Kirsten Davis
Sean Enright
Stacey Meakin
Sheri MacLeod nee Hanson

Andy Metzger
Shelley Odishaw
Michelle Rauckman
Jennifer Rookes

CLIENT AMBASSADORS

Client Ambassadors share their stories of success with United Way - funded agencies to workplaces and potential donors. They do this in-person, in-writing, through videos and live online engagement. Their stories help our donors understand the impact of their donations.

Heather Moyes
Cameron Moyes
Linda Shepherd
Kacey Klaassen

Ravi Joshi
Geeta Joshi
Deacon Barclay

Scott Jacobs
Scott Douglas
Carla Riley-Sloan

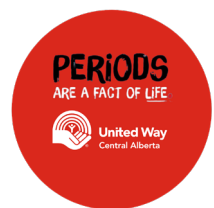
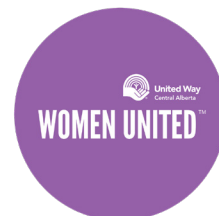
Joshua Wiebe
Dalton Maxwell
Tamara Cameron

SPOTLIGHT: PROGRAMS AND INITIATIVES



GenNext encourages people in their 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 menstrual products for all, to de-stigmatize menstruation and work towards helping more people get access to the products they count on with the dignity they deserve.

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



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

Tools for Schools is an initiative that, together with The Outreach Centre, provides necessary school supplies for all grades K-12 to whomever may require them. Kids receive a backpack filled with the tools they need to succeed in their education.



SPOTLIGHT: OUTREACH

United Way Project

Documenting Basic Needs and Fostering Community Collaboration

In a United Way Central Alberta (UWCA) initiative, Red Deer Polytechnic Bachelor of Science Nursing (BScN) students Brandi Olmstead and Tamina Gravelle teamed up to shed light on the issue of basic needs in the community. Through their research and outreach, their aim was not only to understand the challenges faced by individuals and families but also foster community collaboration for long-term solutions. In an interview, they shared their motivations, experiences, and key findings from their project.

AltaGas Provides Funding

“We received a grant from AltaGas that provided the necessary funding to support research and community engagement efforts,” said UWCA’s Community Impact Manager, Lori Jack. “The aim is to develop sustainable partnerships within different communities as well as leverage existing relationships and resources. Our goal is to co-create solutions that align with each community’s unique needs and engage local businesses and organizations to drive lasting change.”

Tamina was driven by her background as a massage therapist and a passion for health legislation and governance. “Everyone can see what is happening in our downtown area with the opioid pandemic, people are getting hurt, and just

RDP BScN students Brandi Olmstead and Tamina Gravelle

MEET TWO RED DEER
POLYTECHNIC STUDENTS
WHO MADE A GREAT
IMPACT ON OUR WORK
THIS YEAR.



watching harm reduction start out as an idea and end up you know, as a whole system, just kind of drove me to get into that, I wanted to be on the street and help.”

Similarly, Brandi, a social work graduate, mother, and aspiring nurse, decided to pursue her passion after raising her children. Both students were both intrigued by the opportunity to explore the social aspects of nursing beyond traditional healthcare settings. Brandi and Tamina conducted surveys and interviews with stakeholders, including agencies, shelters, and community volunteers. They researched the challenges related to food security, homelessness, clothing, transportation, accessibility, and digital connectivity.

Finding Common Ground: Shared Struggles and the Need for Change

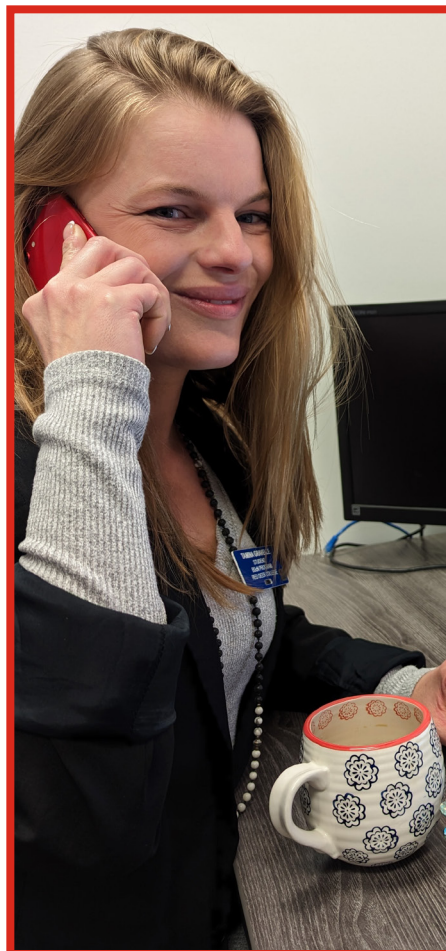
The project revealed a sobering reality: food insecurity affects every community.

“We broke it down into questions about food security, homelessness, clothing and footwear, transportation, accessibility, and phone and internet access in a service perspective and access perspective,” said Brandi. “We found every single community is affected by food security because of the increase in food costs.”

Their research also shed light on the isolation and lack of resources faced by rural communities, emphasizing an urgent need for equitable access to healthcare and social support.

Barriers and Beyond: Navigating Government Programs

Brandi and Tamina observed that accessing government was a big



challenge for many vulnerable individuals. Limited technological access, low digital literacy, and a lack of assistance in navigating bureaucratic systems hindered people’s ability to access the support they desperately needed. “FCSS’s are helping people navigate that paperwork. It’s a huge consequence of COVID. People take for granted that everyone has access to a computer or a printer. The most vulnerable people are on a flip phone with minutes. Having proper staff to navigate the government systems is huge.”

Reflecting on their experiences, Brandi and Tamina underlined the importance of community collaboration and the need for a holistic approach to addressing basic needs.

“It really highlighted the need for cultural competencies and safety and that more attention has to be paid to the Truth and Reconciliation Calls for Action and the effects of the past 250 years on the local reserves and the communities nearby trying to supply enough resources,” said Tamina. UWCA hopes to continue the project in the future. ■

**Thank you Campaign
Celebration
Presenter:**



**EAGLE
BUILDERS**

In Partnership with:



THE ADVOCATE

SPOTLIGHT: INCOME



JA Southern Alberta Regional Coordinator Janet Santiago with JA program materials.

**Junior Achievement
Southern Alberta**

**Empowering Youth for a
Thriving Future**

Junior Achievement Southern Alberta (JA) has been making significant strides in equipping young minds with essential life skills and knowledge to create their own success. Through their diverse range of programs, JA aims to foster financial literacy, principled economics, and entrepreneurship among students. With a strong vision and dedicated volunteers, JA is making a positive impact on the youth of Southern Alberta. In this article, we explore JA's latest happenings and their outlook on the future.

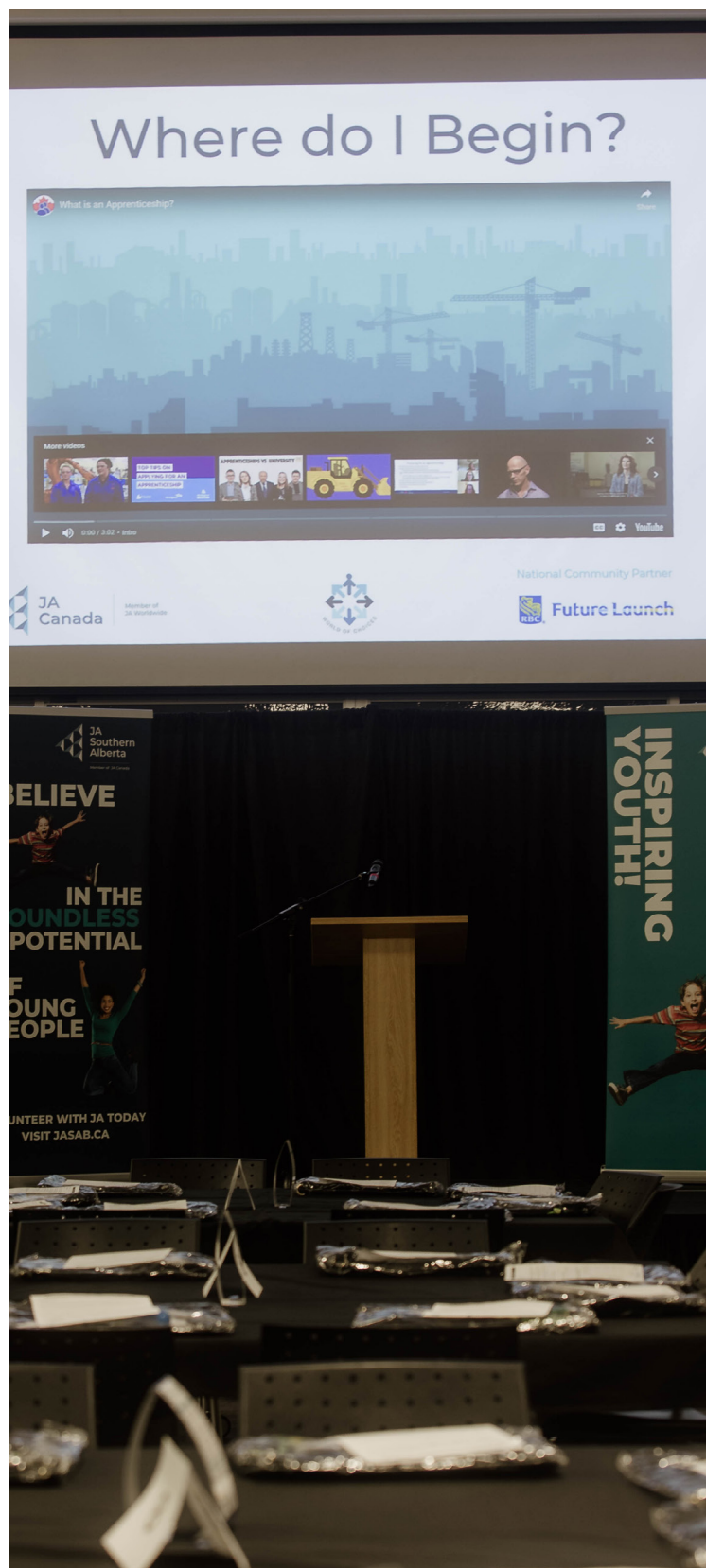
Empowering Youth through Financial Literacy

One of the key achievements of JA this school year has been successfully advocating for the integration of financial literacy into the K-6 curriculum. "We are very proud that it already happened in our school district," said Regional Coordinator Janette Santiago. "It makes us feel that what we've been advocating for over several years is really important for youth." By aligning their programs with the learning outcomes of the Alberta curriculum, JA ensures that students receive valuable education tailored to their needs.

Engaging Classroom Experiences

JA's programs cater to students from Kindergarten to Grade 12, with teacher-led, volunteer-led, and self-directed options available in varying grades. Volunteers are able to once again deliver programs in person now that COVID restrictions have been lifted. "We reach out to volunteers ahead of time and go through the training with them for about 1 to one and a half hours," Santiago said. "The teachers already know what to do and the power point is up for them. Students get their own materials." The programs incorporate videos, games, and interactive activities to make learning engaging and impactful.

For instance, in the Grade 5 curriculum, students learn about budgeting through a practical lemonade stand activity. They are given scenarios each week and make decisions on saving and spending to achieve their financial goals. This hands-on approach enables students to think critically and understand the consequences of their choices. "At the end, we ask what happened," Santiago said. "Did you have enough money? Will you keep saving or working?" Similarly, in Grade 10, the Economics for Success program prepares students for post-secondary life by exploring budgeting and financial decision-making. Students are given a simulated pay stub and must make choices regarding expenses, education, housing, and other aspects of independent living. Through this activity, students gain practical insights into personal



Junior Achievement workshop set up in a Central Alberta classroom.

finance and the realities of adulting. “Usually their first reaction is: This activity cannot support my lifestyle,” Santiago laughed. “Then we look at it again to see what changes we can make.”

Expanding Opportunities and Future Goals

JA's commitment to empowering youth extends beyond the classroom. They are eager to reintroduce Company Program, a high school initiative that allows students to build their own businesses with the guidance of mentors from the business community over the span of 18 weeks. “It's something we did in Red Deer a few years back,” Santiago said. We would like to see it happen again, and we need to regain the interest of volunteers.” Although this program requires significant volunteer involvement, its impact on students' entrepreneurial skills and mindset makes it a valuable addition to JA's offerings. In addition to their programs, JA actively fosters

partnerships with organizations such as United Way and local donors to ensure their initiatives reach as many students as possible. Their recent event, World of Choices, in Red Deer brought together 314 career mentors from various industries to help 20,777 students from across the region explore different career paths. By showcasing local opportunities, JA aims to inspire students to build their futures close to home.

Impressive Growth and Bright Outlook

JA's impact is evident through the growth in program registrations over the years. Central Alberta has seen a significant increase from 95 program registrations in 2017 to 334 program deliveries this year. The integration of financial literacy into the K-6 curriculum has been a driving force behind this growth. Additionally, the enthusiasm of volunteers and the support of rural communities have been instrumental in JA's success. Looking ahead, JA envisions a future where young

Students take part in a recent 'World of Choices' event at Red Deer Polytechnic.



people possess the skills and mindset to create thriving communities. They believe in the boundless potential of youth and their ability to generate innovative ideas. By continuing to advocate for relevant, hands-on learning experiences, JA aims to equip students with principled

market-based economics and entrepreneurial skills, contributing to a more sustainable world. "We want them to be equipped," said Santiago. "We don't want them to be scared of what is out there. Instead, we want them to be ready for anything." ■

Thank You Sockey Day Community Partners!



Westerner Park



RED DEER
THE ADVOCATE



Executive Place 6th Floor Reception

SPOTLIGHT: GENEROSITY



Committee members: Tina Parton, Stacey Short, Nicole Colenutt, John Dokter, Julia Holien
Absent: Lena Morin, Susan Vallentgoed

INEOS Joffre Site

Fueling Community Impact Through United Way Donations

INEOS – Joffre Site cycled, bid, donated, matched, walked and ran to demonstrate its commitment to social responsibility and community engagement through its generous contribution to United Way Central Alberta. This year, INEOS employees actively participated in inspired initiatives and challenges, resulting in significant donations to support local charities. From the Tour de France challenge to the highly successful silent auction, INEOS's efforts have made a lasting impact on the community with an astounding donation of \$67,808.80.

UNITED WE ARE STRONGER

Tour de France Challenge: Pedaling for a Cause

One of the highlights of INEOS's community initiatives was the Tour de France challenge. INEOS employees formed teams, the INEOS Joffre Site team being led by Lee Cooper to collectively cycle the distance equivalent to each stage of the renowned cycling race. The challenge fostered fitness, camaraderie, and healthy competition within the company. Last year, INEOS completed all the necessary laps, covering an impressive total of 1,283,865 kilometers. In recognition of their achievement, the teams were given the opportunity to request a donation for a local charity.

"For the first time last year, our site joined in and completed all the necessary laps each day," said INEOS Joffre Site Employee Campaign Coordinator Nicole Colenutt. "It took a lot of biking, 30 km a day to keep up with this. There were people biking to work every day. INEOS Joffre Site donated £1,000 GBP to United Way Central Alberta, further bolstering their commitment to the community.

"Our former HR manager (John Mulgrew) was part of the committee and he retired last year," said Colenutt. As part of his last United Way hurrah, he applied to our European Division for a corporation donation. We ended up being the lucky recipient of the grant of 12 thousand Euros (\$19,000) "It was the first time they applied for it, and it was great to receive it."

Silent Auction: Uniting the Community through Generosity

INEOS's annual silent auction has become a cornerstone of their fundraising efforts. Committee Member and Site Controller Stacey Short has

overseen the auction in recent years. "We had donations from over 200 companies," said Short. The three donations that raised the most for United Way were all locally owned – BP Mechanical & Consulting Ltd, Bo's Bar and Stage, and The Back Shed Woodworker. "Our campaign would not have had the success it did without the donations from our amazing community."

Staff, contractors, vendors, and visitors all participated in the month-long auction, with the top three bidders each providing over \$2800 of crucial funding.

Positive Impact and Participation:

INEOS's involvement with the United Way extends beyond the Tour de France challenge and silent auction. There were engaging activities such as breakfast events, hot dog days, and other initiatives during the United Way campaign. These activities create a sense of community and provide opportunities for employees to contribute to causes they care about. A favourite initiative involves selling private parking spaces close to the building's entrance complete with signs. (con't)



Lee Cooper

**2022 team
leader for the
Tour de France**

"We want to have an impact in our local community in a positive way and UW is not just one thing that you are affecting, you're contributing to a lot of avenues in the community." - Nicole Colenutt

TOP 3 WORKPLACE CAMPAIGNS



Julia Holien stands with her personalized parking sign. Legend has it no one dares topping her bid in the auction.

UW: A Commitment to Local Communities

INEOS's longstanding support for the United Way, spanning over 20 years, reflects their desire to have a positive impact on the local community. "We want to have an impact in our local community in a positive way and UW is not just one thing that you are affecting, you're contributing to a lot of avenues in the community and we've got people from all walks of the earth that work here, so you're not going to pick just one agency, you're going to try and spread it out where it's needed." said Colenutt.

Short emphasized the importance of donating to charities that may lack the resources to conduct extensive fundraising. "Some charities don't have staff to fundraise or go after government grants. So it's nice to help them (through United Way)." ■



3

\$67,808.80!

2



\$185,000!



\$615,800!

We are grateful to all of our workplace supporters, from the smallest to the largest. We could not have the vital impact we do in Central Alberta without you.

2022 CAMPAIGN CABINET

Campaign Cabinet members are community leaders who assist us with engaging our donors ahead of our annual Campaign. Each cabinet member is assigned workplaces to engage to help ensure that our donors have a successful and fun campaign.

Chris Ballentyne
Karen Reay
Craig Curtis
Andrew Kalenchuk
Kyla Belich
Sherri Smith
Dan Backman

2022 GENNEXT CABINET

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

Peter Wang
Ryan Veldcamp
Denis O'Dwyer
Sean Enright
Delaine Zsigrai
Brandon Greener
Aisley Miles
Dan Jackson
Chris Windrim
Kelsey Kreiger

2022 GENNEXT EVENT SPONSORS



MESSAGE

FROM OUR CEO

Looking back on my first year in the role of Chief Executive Officer at United Way Central Alberta, these past twelve months have felt at times, like twelve minutes. The pace of our work has been swift and demanding on our small staff team working alongside our vital volunteers - yet through it

all our people have showcased their ability to stay nimble and adaptable through the layers of change we've implemented within our internal operations, and the change we've experienced as a result of a challenging year for the non-profit sector, and our community as whole.

Despite an extremely challenging economic environment, and while the social sector faces less revenue and increased demand for essential services, \$1,586,000 was raised locally over the past year through workplace campaigns, corporate giving and individual donations. Thank you to our donors – for your generosity – even in these difficult times of record inflation, you are still thinking about, caring for, and giving back to your community. And I know it's not for the tax receipt, it's about the impact, and so I'd like to delve into the impact of your dollars in 2022.

Our 2022 campaign funded not only a grant extension to our current 29 partner agencies



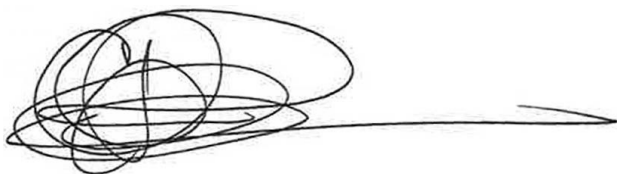
UWCA CEO Chelsea O'Donoghue sorts socks at Sockey Day in February.

through to the end of this month, but will also fund the first year of our new multi-year partner agencies delivering programming under our new Community Impact Strategies with a focus on Mental Health, Brighter Futures and Basic Needs. We are excited to announce the 15 new partner agencies and the critical work they are doing in the coming weeks.

Alongside all this mobilization, we delivered an additional \$1,098,000 million dollars into the hands of 22 non-profit agencies across our region as part of the federal government Community Services Recovery Fund to support Program and Services Innovation and Redesign. We are honoured for the recognition from the Government of Canada in trusting us in ensuring federal dollars go where they are needed most at the local level in Central Alberta.

Myself, and the entire staff team, are extremely grateful for our volunteers who make our work possible. This includes our Board of Directors, Community Impact Council, grant reviewers, Campaign Cabinet, GenNext, the Scotch Committee, our Client Ambassadors, our employee committee chairs, Period Promise champions, RDP students and summer students. Thank you to each and everyone one of you for choosing to share your time and talent with us. It is invaluable.

And I'd like to end by expressing my deep gratitude to my staff. Thank you for your passion, endurance, wisdom and humour. You've made this year, through all of our accomplishments and challenges, an absolute delight. ■



Chelsea O'Donoghue
CEO, United Way Central Alberta

2022 Board of Directors

- Doug Doran, *President* - Red Deer Polytechnic
- Ron Sauve, *Vice President* - RBC
- Mark Hodson, *Treasurer* - NOVA Chemicals
- Darren Lamothe, *Director* - Novamen
- Purnima Lindsay, *Director* - Community Member
- Cathy Perry, *Director* - Community Member
- Amber Hutscal, *Director* - Community Member
- Karen Busch, *Director* - Scotiabank
- Ade Ijogun, *Director* - BCA Canada
- Tristan Brisbois, *Director* - Pepsico

2022 UWCA Staff

- Chelsea O'Donoghue, Chief Executive Officer
- Erin Forbes, Resource Development Manager
- Fonda Devereaux, Donor Relations Associate
- Lori Jack, Community Impact Manager
- Christine Curtis, Comms and Impact Associate
- Amy Stiksmma, Finance Manager
- Lesia Reimer, Accounting and Database Coordinator
- Shelley Odishaw, Programs and Gifts Coordinator

2022 Finance Committee

- Mark Hodson, *Treasurer* - Board Member
- Darren Lamothe, Board Member
- Ade Ijogun, Board Member
- Cathy Perry, Board Member
- Dean Krejci, Community Member
- Chelsea O'Donoghue, UWCA CEO



2022

FINANCIAL SUMMARY

Statement of Financial Position As at March 31, 2023

	2023	2022
ASSETS		
Current assets		
Cash	\$ 501,884	\$ 622,328
Accounts receivable	5,226	12,077
Grant receivable	996,956	-
Pledges receivable (net of allowance)	312,193	357,827
Prepaid expenses	44,773	46,538
	<u>\$ 1,861,032</u>	<u>\$ 1,038,770</u>
Investments	1,164,214	1,218,204
Capital assets	<u>13,749</u>	<u>19,605</u>
	<u><u>\$ 3,038,995</u></u>	<u><u>\$ 2,276,579</u></u>
LIABILITIES		
Current liabilities		
Accounts payable and accruals	\$ 47,241	\$ 41,988
Deferred designation revenue	161,294	157,853
Deferred contributions	1,133,968	31,006
Allocations payable	232,503	930,001
	<u>\$ 1,575,006</u>	<u>\$ 1,160,848</u>
FUND BALANCES		
Internally restricted	1,422,736	1,062,870
Invested in capital assets	13,749	19,605
Restricted for endowment purposes	\$ 16,621	\$ 16,199
Unrestricted	<u>10,883</u>	<u>17,057</u>
	<u><u>\$ 1,463,989</u></u>	<u><u>\$ 1,115,731</u></u>
	<u><u>\$ 3,038,995</u></u>	<u><u>\$ 2,276,579</u></u>

Statement of Operations
For the Year Ended March 31, 2023

	2023	2022
Revenues		
Gross general campaign revenue	\$ 1,585,919	\$ 1,865,501
Less: uncollectible pledges	(15,327)	(19,033)
Net campaign revenue	\$ 1,570,592	\$ 1,846,468
Grant income	81,906	42,470
Interest income	28,551	40,949
Miscellaneous Income	852	2,128
Government assistance	-	127,340
	\$ 1,681,901	\$ 2,059,355
Direct expenses		
Fundraising	413,666	398,103
Net revenue available for distributions, programs and services	\$ 1,268,235	\$ 1,661,252
Distributions, programs and services		
Allocations and grants	283,278	1,059,381
Program expenses	425,472	404,421
Designations	174,610	147,946
	\$ 883,360	\$ 1,611,748
Excess (deficiency) of revenues over expenses before the following:	\$ 384,875	\$ 49,504
Realized gain/(loss) on sale of investments	(23,169)	15,719
Unrealized gain/(loss) on investments	(13,448)	(9,404)
Excess (deficiency) of revenues over expenses	\$ 348,258	\$ 55,819

For our complete audited financial statements, please visit our website at www.caunitedway.ca

SPOTLIGHT: LEADERSHIP

Leadership donors are committed to showing local love in Central Alberta, and they inspire others to do the same.

Leaders - individually or as a family - contribute \$1200 or more per year to the United Way community fundraising campaign.

If you are not currently a Leadership donor, we invite you to become part of an unstoppable force for change. Help us creating a lasting impact in Central Alberta.

We would like to thank all the organizations that encourage workplace giving for United Way, through both financial contributions and volunteer time.

We are proud to recognize the following organizations that have had three or more Leadership donors for 2022:

NOVA Chemicals	123	Red Deer Polytechnic	4
MEGlobal Canada	14	TD Canada Trust	4
INEOS Canada Partnership	5	United Way of Central Alberta	4
City of Red Deer	5	Alberta Community and Social Services	3
MNP	4	DOW Chemicals	3

CHAIRMAN'S CIRCLE \$10,000 +

- Domenico Mancuso & Laurel Marshall
- David & Maureen Miller
- 2 Anonymous Donors

GUARDIAN'S CIRCLE \$7,500 - \$9,999

- Mark Wiseman
- 2 Anonymous Donors

BUILDER'S CIRCLE \$5,000 - \$7,499

- Barry & Carol Brouwer
- Bobbi & Curtis Liebrecht
- Dean Tarasoff
- Denise Bailey
- Donna & Ron Durham
- Jack & Joan Donald
- Joshua & Tiffany Pawlak
- Lois Erichson
- Mark Hodson
- Patty & Mike Carley
- Ray Weleschuk

- Regina Donnelly
- Rob & Carol Warrender
- Rocco Schurink
- Roxann & Stan Good
- Wendy M & Randy M Dupree
- 2 Anonymous Donors

PARTNER'S CIRCLE \$2,500 - \$4,999

- Aidan Bodsworth
- Art Reesor & Corinne Dueck
- Brian & Irene Green
- Brian Curran
- Charlotte Orrell-Hoskins & Paul Hoskins
- Chelsea O'Donoghue
- Cindy & Alastair Brooks
- Dan & Selena Backman
- David Woods
- Doug & Marjie Allan
- Glenn Turple
- Gwen & Wayne Clarke
- Irene & Gordon Taylor
- Janeth Liendo
- Jason & Meaghan Maskowitz

PARTNER'S CIRCLE continued

- Joanne Cundict
- John & Elizabeth Wilson
- Justin Elkjer
- Karl & Jolyn Dobinson
- Kevin & Christine Wilke
- Lance & Jessica Bick
- Lars & Darlene Rogers
- Lori Jack
- Michael Buczkowski
- Morris & Theresa Sych
- Murray & Nadine Cunningham
- Paula Cooper
- Rich Guido & Sylvie Guido
- Rick & Nancy Lawrence
- Ryan & Maria Voice
- Ryan Corbett
- Stephen Dyck
- Steven Frey
- Tyler McRobbie
- 7 Anonymous Donors

LEADER'S CIRCLE \$1,200 - \$2,499

- Abey Idicula
- Alain Pitre
- Alvin & Margaret Stolz
- Alyssa & Josh Dinter
- Amy & Locke Richards
- Amy Christianson
- Andrea Brack
- Andrew & Leah Kalenchuk
- Angela Thompson
- Arturo Rocha
- Barry & Richelle Miller
- Ben & Sue Couturier
- Brad Peacock
- Brenda Joyce
- Brenda Neufeld
- Brock Gorgichuk
- C. Robert Beeston
- Cameron Kreil
- Caroline Harrington
- Cayley Bowles
- Chris Cooke
- Christine & Craig Curtis
- Christine & Ian Alexander
- Christine & Martin Villeneuve
- Colleen Cox

- Connor Dobko
- Curtis McCord
- Darryl Stebner
- Darryl Taylor
- Daryl Danchev
- Dave & Krista Eisenhower
- David Wilkinson
- Deb Wallace-Little
- Delta Rempel
- Denis O'Dwyer
- Denise Bos
- Doris Kowtek
- Dorothy Hansum
- Doug and Laura Doran
- Dr. Tony & Cathy Odenbach
- Emily Eisenhower
- Eric & Melinda Wade
- Erik & Michelle Ovie
- Garry & Sherry Vincent
- Gray & Jocelyn Gibson
- Hibbs Family
- J. Bryan Jimenez
- Jacklyn McAllister
- James & Corinne Brown
- Jason Davis
- Jeff Kluthe
- Jena Garcia
- Joep Beurskens
- John Iatrou
- Joseph Szpak
- Kamal Haider
- Karen Smilar
- Kelly Hyshka
- Ken & Diane Swainson
- Ken Johnston
- Kent Dyck and Family
- Kim & Greg Barrett
- Kirsten Davis
- Laurie Grahn
- Lee & Shelly Cooper
- Lisa Robinson
- Lorelys Diaz
- Lynette Grose
- Marcia Lee
- Mark Siford
- Mark Sopkow
- Mark Visser
- Martin Reed
- Michael C Buckingham

LEADER'S CIRCLE continued

- Michael Durand
- Michelle Andrew
- Morris & Hazel Flewwelling
- Mr. & Mrs. Ed & Jean Noble
- Murray & Cathy MacKenzie
- Murray Neufeld
- Nancy McInerney
- Nicole Wallace
- Nolan & Jennifer Skogen
- Nolan Hamilton
- Pam Vust
- Paul & Nancy Lindley
- Paul Elkins
- Rich & Angela Stonehouse
- Roger & Gail Surkan
- Rolando, Liang and Maximo
- Ron Sauve
- Russ Dodd
- Ryan Brandley
- Ryan Lowe
- S. Elaine Hubert
- Samantha Hannah
- Sarah Heikkinen
- Shane & Anne Lamden
- Sharon Hanson
- Sherri Smith
- Stacy Johnston
- Stephen Yates
- Steve Frezell
- Tammy Zimmerman
- Terry & Bev Greter
- The Cline Family
- The Ellefsons
- Valerie Keates
- Wendy Lajeunesse
- 35 anonymous donors

LEADERSHIP **MATCHING** **CHALLENGE**

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

\$24,500
RAISED
IN 2022

JACK AND JOAN DONALD



RED DEER NORTH

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LAWYERS
www.warrensincclair.com

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

2022 United Way Central Alberta Awards of Distinction

Education and Engagement Award - NOVA Chemicals



Innovation Award - Dow Canada



Everyday Hero Award - Co-op Central Alberta



Central Alberta

Outstanding ECC Award - Kayle Yonkman - MEGlobal



Rising Star Award - INEOS Canada Partnership



Funded Partnership Award - COSMOS Red Deer



Community Award - MNP LLP



Local Love Award - Scott Builders Inc.



SPOTLIGHT: OUR WORKPLACE LEADERS

- NOVA Chemicals
- MEGlobal Canada
- INEOS Canada Partnership
- Enmax Corporation
- Royal Bank of Canada
- DOW Chemicals
- AltaGas Ltd.
- INTACT Insurance
- MNP
- Costco Wholesale Ltd.
- TD Canada Trust
- Chandos Construction
- Bank Of Montreal
- The City Of Red Deer
- Scotiabank
- Red Deer Polytechnic
- Warren Sinclair LLP
- Scott Builders Inc.
- CIBC
- Canadian Tire
- Servus Credit Union
- Alberta Community and Social Services
- United Way of Central Alberta
- Central Alberta Co-op
- Keyera Corp.
- BMO Nesbitt Burns
- Eagle Builders
- Southside Plymouth Chrysler Ltd..
- Turple Bros Ltd
- Government Of Canada - Retirees
- Dr. Regina Donnelly
- Keyera - Contractors
- London Drugs
- Esri Canada
- Atco Epic - (Employee Campaign)
- Melcor Developments Ltd.
- Service Canada
- Johnston Ming Manning
- River Valley Properties
- Wawanesa Insurance Co.
- Canadian Western Bank
- Turning Point
- Swainson Alexander LLP
- Town of Innisfail
- IG Wealth Management
- Red Deer & District Labour Council
- Royal Canadian Mounted Police
- Rotary Club Of Red Deer
- Retire First Ltd
- Aptus Engineering Ltd.
- Saputo
- Co-Operators Insurance/Finance Services
- University Of Alberta
- TELUS
- GCS Energy Services
- Suncor Energy Foundation
- Alberta Transportation
- Farm Credit Canada
- Anderson Slipp Chartered Accountants
- Ricoh Canada Inc.
- Alberta Public Service Commission
- Tri West Security
- CJ-CSM Inspections
- Alberta Health Services - Central Region
- Stantec
- Bootlegger - Central Alberta
- Alberta Justice and Solicitor General
- Fiat Chrysler Automobiles Canada Inc.
- Alberta Energy Regulator
- Pasquale Mancuso Construction Ltd.
- Brian Scott MacNairn
- ZS Holdings
- Gasoline Alley Law Group
- Scott McKelvie Welding Ltd.
- Catholic Social Services
- Umicore Canada Inc.
- Parks Canada
- Navacord Inc.
- Federated Co-operatives Limited
- Golden Circle Senior Resource Centre
- Canada Revenue Agency
- The Canada Life Assurance Company
- ATB
- Northside Construction Ltd.
- Kellough Enterprises Inc.
- Sisters Of St. Joseph
- Waskasoo Estates
- Zenally Chartered Professional Accountants LLP
- Heartland Youth Centre Society
- EPCOR

- Red Deer Public School District 104
- Sun Life Financial - Central Alberta
- Scotia Wealth Management
- Agri-Food Canada Lacombe
- Finning Canada Inc.
- Ponoka Youth Centre Association
- Schnell Hardy Jones LLP
- Canadian Mental Health Association
- RBC Dominion Securities
- Alberta Agriculture & Forestry
- Fort Garry Industries Ltd.
- Canada Food Inspection Agency
- First Canadian Insurance
- Soroptimist International of Central Alberta
- Fluor Canada Ltd.
- Canada Post
- Alberta Municipal Affairs
- Health Sciences Association Of Alberta
- Olymel
- DB Bobcat Services
- Lahrman Construction
- Big Brothers Big Sisters - Ponoka
- AltaLink Red Deer
- Eisan Consulting
- Saik Management Group Inc.
- Nutrien Ltd.
- NOVA Subcontractors
- Health Canada
- TechnipFMC
- TransAlta Corp - Red Deer
- AltaLink
- GCWCC
- Alberta Culture, Multiculturalism and Status of Women
- Canadian Northern Plains Rail Services
- Zeeco Inc
- Alberta Labour & Immigration - Red Deer
- United Parcel Service
- National Bank Financial
- Parkland Corporation
- Big Brothers Big Sisters of Lacombe and District
- Alberta Economic Development and Trade
- Canada Brokerlink
- Finning - Branch 85

- CanadaHelps
- Waste Management Canada
- TC Energy
- A&B Bickford Farm
- Canada Energy Regulator
- Fairstone Financial Inc.
- Cloverdale Paint - Central Alberta
- The Outreach Centre
- Shalom Counselling Centre of Alberta
- Alberta Children's Services
- Canada Border Services Agency
- United Way St Johns Kins and Charlotte
- Enbridge
- Alberta Environment and Parks
- Wynward Insurance Groupe
- Surrender Living
- Searchlight Pharma Inc.
- Paladin Labs Inc
- Govt Of Canada Correctional
- Enterprise Rent-A-Car
- Burnet, Duckworth & Palmer LLP

2022 PERIOD PROMISE SPONSORS AND PARTNERS

- GOVERNMENT OF ALBERTA
- SOROPTIMISTS INTERNATIONAL OF CENTRAL ALBERTA
- CHINOOKS EDGE SCHOOL DIVISION
- WETASKIWIN REGIONAL PUBLIC SCHOOLS
- CITY OF RED DEER
- WOLF CREEK PUBLIC SCHOOLS
- TOWN OF INNISFAIL
- RED DEER PUBLIC SCHOOLS
- P&G
- G&T
- TAMPAX
- ALWAYS
- HOSPECO
- EQUALITY FUND CANADA
- LONDON DRUGS
- PERIOD PARTNER
- RED DEER AND DISTRICT COMMUNITY FOUNDATION

Period Promise

United Way Central Alberta is committed to making it easier for everyone to access the menstrual products they need. Every donation raises awareness, reduces stigma, and tackles the vulnerability and isolation caused by period poverty.

**You can help at
caunitedway.ca/period-promise/**



United Way
Central Alberta