



United Way
Central Alberta

PARTNER WITH UNITED WAY

United Way Central Alberta

Partnership Guidebook

UNITED WAY CENTRAL ALBERTA

We bring together people and organizations in the private, public and social sectors across Central Alberta to meet community needs and tackle complex social issues. Together, we're able to change people's lives and lift them to new levels of possibility.

All donations are invested by knowledgeable, active community volunteers, and directed into Central Alberta communities to create community impact.

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WHY UNITED WAY

United Way is more than just a funder. Together with our volunteers, supporters and collaborators, we partner in championing community solutions by creating new opportunities, and leveraging and investing resources to support thriving communities where everyone can reach their potential.

INVESTING. PARTNERING. PROMOTING.

- We invest locally in crucial programs and services to help people in need across our communities.
- We tackle complex social issues. We understand complex social issues like poverty, and inequity to be systemic problems that can have long-term solutions.
- We meet community needs. In order for communities to thrive, the needs of individuals living there must be met. Needs such as access to nutritious food, safe housing, stable income and social connections. This ensures that everyone can participate in tackling complex social issues.
- We support collaborative efforts and participate in community initiatives to find long-term solutions to complex social issues.
- We promote and advocate for the needs and interests of our more vulnerable citizens.

FOCUS AREAS

WE BELIEVE THE BEST OPPORTUNITY TO ENABLE PEOPLE AND COMMUNITIES TO THRIVE RESTS IN THREE FOCUS AREAS:

BASIC NEEDS



ENSURING ACCESS TO BASIC NEEDS

We address the barriers that prevent people from meeting their basic needs in Central Alberta.

MENTAL HEALTH



INCREASING ACCESS TO SUITABLE MENTAL HEALTH SERVICES

We focus on strategies that help people in their time of need and in a manner that meets their uniqueness.

BRIGHTER FUTURES



CREATING POSITIVE FUTURES WITH NEW POSSIBILITIES

Strengthening relationships and building skills for a better future.



PARTNER WITH US

United Way is a national network of local community builders that brings together resources of the community, including funds, knowledge, lived experiences, and professional expertise to create lasting social change.

WHEN YOU PARTNER
WITH UNITED WAY,
KNOW THAT YOU
ARE MAKING A
DIFFERENCE IN THE
COMMUNITY YOU
LIVE IN, AND LOVE.

WAYS TO PARTNER

Our partners share our vision of thriving communities where everyone can reach their potential. Through your support, we can tackle the complex social issues that are fundamental contributing factors to vulnerability in our communities.

01

WORKPLACE FUNDRAISING

When you run an annual United Way workplace campaign, you can have a big impact. Not only does it benefit people in need, but also your own employees morale, team-building and connection to community.

02

EVENT SPONSORSHIP

United Way is happy to offer various forms of corporate engagement opportunities through sponsored events, gifts to raffles, and more! United Way will support and promote your sponsorship through meaningful recognition.

03

CORPORATE GIVING

Organizations can make a corporate gift and contribute to the community's well-being by helping address local issues. A corporate donation can be given with or without an employee giving campaign, or can also be given via a matching of employee donations, a percentage of sales, a round up of customer transactions or through a challenge or incentive program.

04

CAUSE PARTNERSHIP

Each of our cause marketing partnerships is customized to form a mutually successful and engaged relationship. We offer local presence, brand recognition, marketing and public relations support.

05

COMMUNITY INVESTMENT

We work with community partners to go beyond temporary fixes and single-issue solutions, elevating your brand and offering significant returns on your social investment.

06

EMPLOYEE ENGAGEMENT

Whether you are seeking leadership development for rising stars, or creating engagement opportunities for new employees, United Way can help you boost employee engagement across your corporate footprint and turn your employees into your best brand ambassadors.

GET INVOLVED

GIVE. VOLUNTEER. ACT.

PEOPLE LIKE YOU MAKE IT HAPPEN.

Behind every changed life is somebody who made it happen. There are many ways to join the United Way Movement.



GIVE

100% of your donation stays in our region of Central Alberta.



VOLUNTEER

We couldn't create impact without our volunteers. No matter how much time you are able to give, we have opportunities for all to get involved.



ACT

Use your powerful voice to help us advance policies that benefit people in our community. We'll let you know what the issues are and how you can get involved.



AFFINITY GROUPS

Affinity groups offer opportunities, events, and initiative for like-minded individuals to get involved with United Way throughout the year.

COMMUNITY PROGRAMS AND INITIATIVES



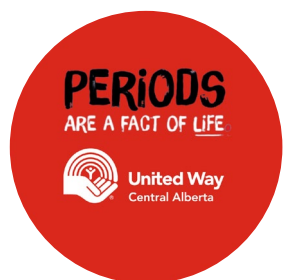
365 SMALL BUSINESS CIRCLE

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



GENNEXT

GenNext encourages people in their 20s and 30s to actively connect with the community, and to influence positive change through meaningful volunteering and networking opportunities.



UNITED WAY PERIOD PROMISE

Our mission is to provide barrier-free access to health products for all humans. To destigmatize menstruation and work towards helping more people get access to the products they count on with the dignity that they deserve.



WOMEN UNITED

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

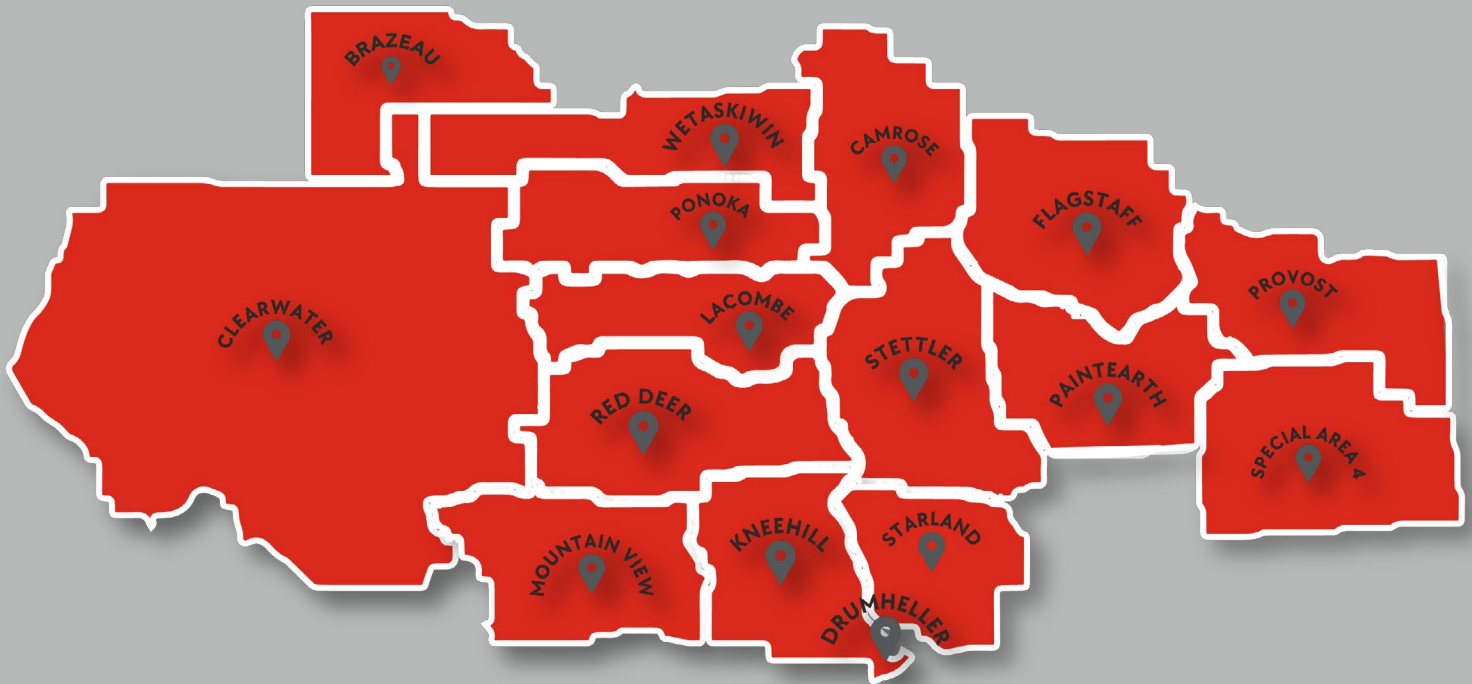


ENMAX LIGHTS ON FUND

Providing families and individuals who are facing financial challenges with emergency funds to avoid utility disconnection.

OUR CENTRAL ALBERTA REGION

PARTNERING WITH AGENCIES IN COMMUNITIES ACROSS
CENTRAL ALBERTA



OUR COMMUNITY

Our region includes the City of Red Deer, the Town of Drumheller and the following Counties:

Brazeau, Camrose, Clearwater, Flagstaff, Kneehill, Lacombe, Mountain View, Paintearth, Ponoka, Provost, Red Deer, Starland, Stettler, Special Area 4 and Wetaskiwin.

CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility (CSR) has become the norm in today's society. Today's consumers, job seekers, employees, and other stakeholders expect businesses to share their values, be more transparent about their operations, and contribute to the community's well-being by helping address local issues.

Advantages of a CSR Strategy:

Taking an active role in our community not only plays a significant role in the success of UWCA, our partner agencies, and the local community, but can also yield many benefits for your organization.

- **Employee Morale and Engagement:** Study shows employees who are given the opportunity to participate in workplace charitable giving are happier than those who do not. Creating a workplace culture that instills pride and a sense of purpose leads to higher morale and engagement, which in turn creates a more productive and satisfied workforce.
- **Be an Employer of Choice:** 77% of Canadians are interested in working for a company with a strong CSR program. 3.55% of those surveyed have also placed importance on an organization's charitable or philanthropic efforts when looking for a job.
- **Improved Business Reputation:** Becoming involved in the community by investing in a strong CSR strategy is a great way for your business to generate free positive PR.
- **Improve Local Lives:** Build a stronger community where everyone can thrive.

JOIN THE MOVEMENT.



United Way
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