



United Way
Central Alberta



April 8, 2024

United Way Central Alberta Celebrates A Year of Fundraising with Impact

Red Deer, April 8, 2024 – United Way Central Alberta (UWCA) gathered with supporters and community leaders to commemorate the achievements of their 2023 fundraising campaign, highlighting impactful accomplishments, and unveiling new initiatives to tackle ongoing challenges in the region.

"This year's campaign was a resounding success, thanks to the incredible generosity and dedication of our donors, volunteers, and partners," remarked Chelsea O'Donoghue, CEO of United Way Central Alberta. "Despite economic challenges, we raised over \$1.5 million locally, contributing to a total of \$2.642 million when combined with federal funding and grant support."

The funds raised will continue to support multi-year partner agencies, responsive project grants, and United Way-led programming, ensuring vital services and programs reach those in need across Central Alberta.

"The 2023 fundraising campaign represents the first year of United Way Central Alberta's new Strategic Plan and Community Impact Strategy," said Board President Doug Doran. "It focuses on improving access to basic needs and mental health services while broadening grant eligibility to non-profits without charitable status."

A significant milestone this year is the launch of the Make The Month App, aimed at fostering awareness about poverty in the region. Supported by funding from AltaGas, this innovative tool will empower individuals to engage in meaningful conversations about poverty and basic needs in Central Alberta, and drive positive change within our communities.

O'Donoghue acknowledged the strong commitment of United Way's supporters amid ongoing economic pressures: "Your generosity ensures that United Way Central Alberta can continue to provide critical support to our community partners, especially during these challenging times."

"We are excited to continue to implement our Community Impact Strategy, working towards our vision of creating communities where everyone can thrive," added O'Donoghue.

This year's success would not have been possible without the dedication of United Way's volunteers, staff, campaign cabinet, board members, and community partners. Their commitment ensures that United Way Central Alberta remains at the forefront of addressing complex social issues and meeting critical community needs.

For more information, please contact

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2023 Award Winners

Community Builder Award – AltaGas

Outstanding Employee Campaign Chair Award – NOVA Chemicals: Kaelyn Gillard, Chilton Breitkreutz and Darryl Stebner

Local Love Award – BMO Canada

Funded Partnership Award – Turning Point Society

Everyday Hero Award – Staples Olds

Rising Star Award – Servus Credit Union

Top 3 Awards

NOVA Chemicals – Corporate and employee giving totaled \$613,916.28

MEGlobal - Corporate and employee giving totaled \$165,192.47

INEOS Canada Partnership - Corporate and employee giving totaled \$47,475.53

Challenge your perspective on poverty at <https://www.makethemonthcentralab.ca/>

About United Way Central Alberta

United Way Central Alberta is dedicated to improving lives and building strong communities by engaging individuals and mobilizing collective action. By focusing on community impact, United Way Central Alberta brings people and organizations together to help meet community needs and tackle complex social issues. For more information, visit www.caunitedway.ca.