

# ANNUAL REPORT 2023



United Way  
Central Alberta

Leadership Donors **206**



**35**

schools received menstrual supplies through Period Promise

## UNITED WE ARE STRONGER

**13** Brighter Futures Partner Agencies

**6** COLLABORATIONS



**6**

mental health partner agencies

Winter Coats Collected

**120**

**8,676** local people and families served through program funding

**5** Poverty Simulations Facilitated



**4800** pairs of socks collected



**6** New Projects Funded



**2,040**

Tampons to Central Alberta agencies

**1**

Make the Month App developed to raise awareness of poverty in 17 Central Alberta communities.

**39,744** menstrual pads to schools



**12** Client Ambassadors



**900**

kids prepared to go back to class with filled backpacks

**6,347**

People able to access affordable counselling services

**\$2.642m** for Central Alberta

when combined with federal funding and grant support

# Our Thanks

The closing of the fundraising year not only marks the first year of work within our new Strategic Plan and Community Impact Strategy where we actioned many changes in how we work, how we grant, and how we collaborate inclusively, but also highlights a year of incredible impact driven by the collective effort and dedication across our region.

There are numerous achievements to acknowledge this year. The generosity of our donors, the hard work of our volunteers, and the partnerships we have convened across Central Alberta, continue to make a tangible difference in the lives of thousands of individuals and families in our community.

This year, we have witnessed immense generosity in terms of dollars, time, and talents. Despite challenges such as inflation, cost-of-living pressures, and local economic difficulties, we united to raise over \$1.5 million locally through our annual Campaign. With the addition of federal funds and grants, including the Community Services Recovery Fund, United Way Central Alberta raised a total of over \$2.642 million this past year.

These dollars have and will continue to support our multi-year partner agencies, responsive project grants, United Way-led programming, and empower people to make lasting social change in their communities. As the non-profit sector grapples with the impacts of inflation—rising operating costs, increased demand for services, and decreased donations—your generosity ensures that United Way Central Alberta can maintain its level of support.

Thank You.

Earlier this spring, we were excited to launch our localized 'Make the Month App'. This tool helps challenge our perspectives on poverty in Central Alberta in 17 communities across our region. Poverty looks different in Mountain View County than in the City of Red Deer and we encourage you to share it with friends and family and help start important conversations. We anticipate that 1 in 3 Albertans will need charitable services to meet their

basic needs in the next six months, compared to 1 in 4 Canadians. Greater understanding can empower us to make a positive difference in the lives of those affected by poverty.

In closing, we want to extend a BIG thank you to all our volunteers and staff who make our work possible. Thank you to the members of our Campaign Cabinet, Community Impact Council, Board of Directors, GenNext Committee, Finance Committee, and Whisky Committee. United Way is a movement driven by volunteers, we could not do our work without you by our side and leading the way.

As always, we save a special thank you to our Client Ambassadors, our passionate champions who share the impact of local giving, and to the United Way staff team—small, but mighty! Thank you all for your dedication and hard work this past year.



  
Doug Doran  
Board Chair



  
Chelsea O'Donoghue  
CEO



Board President Doug Doran and Vice President Ron Sauve

## 2022 - 2023 UWCA Board of Directors

Doug Doran - President - Red Deer Polytechnic  
Ron Sauve - Vice President - RBC (retired)  
Darren Lamothe - Treasurer - NOVAMEN  
Dr. Tristin Brisbois - Director - PepsiCo  
Ade Ijogun - Director - BCA Canada  
Laura Starchuk - Director - Scott Builders  
Mark Hodson - Director - Community Member  
Purnima Lindsay - Director - Community Member  
Karen Busch - Director - Scotiabank

## Community Impact Council

Andrea Brack  
Kaywana James-Leon  
Melissa Ballantyne  
Dianne Wyntjes  
Valdene Callin  
Mindi Ganson  
Lee Anne Shinski

## Campaign Cabinet

Craig Curtis  
Karen Reay  
Christopher Ballantyne  
Andrew Kalenchuk  
Kyla Belich  
Sherri Smith  
Sean Enright  
Nancy McCulley  
Kate Douglas

## Thank You

### Kick-Off Luncheon Sponsors

### Presented By:



### In Partnership With:



**Thank You**  
Sockeye Day Sponsors



Westerner Park



**Thank You**  
Top Three Workplace Campaigns

\$613,916.28 NOVA Chemicals®

\$165,192.47 MEGlobal

\$47,475.53 INEOS

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

**2023 United Way Central Alberta Awards of Distinction**

**Community Builder Award** - AltaGas

**Everyday Hero Award** - Staples - Olds

**Funded Partnership Award** - Turning Point Society

**Local Love Award** - BMO Canada

**Rising Star Award** - Servus Credit Union

**Outstanding ECC Award** - NOVA Chemicals - Kaelyn Gillard, Chilton Breitkreutz & Darryl Stebner

**Thank You**  
Period Promise Sponsors



Investing in Dreams



**GenNext**

- Alexandria King - Red Deer Polytechnic
- Connor Dobko - NOVA Chemicals
- Aisley Miles - Turning Point Society
- Ariel Kim - NOVA Chemicals
- Cameron Dyson - NOVA Chemicals
- Daniel Mwebwa - Marshall Technologii
- Leah Marrington - BMO
- Peter Wang - NOVA Chemicals
- Shaun Kolody - NOVA Chemicals
- Kelsey Krieger - Community Futures Central Alberta

**Client Ambassadors**

- Ken Makinaw
- Dalton Maxwell
- Tamara Huzar
- Linda Shepherd
- Carla Riley - Sloan
- Samantha Shortneck
- Scott Jacobs
- Scott Douglas
- Kacey Klassen & Deah
- Emily Oddson & Sydney

**Think You Can Make the Month?**



Desktop and Mobile App

# OUR IMPACT

2023-2024 Allocations and Grants: **\$1,714,988**



●	Community Services Recovery Fund Qualified Donees	\$865,180
●	Community Services Recovery Fund Non-Qualified Donees*	\$232,820
●	Allocations to Partner Agencies	\$517,500
●	Enmax Lights On Fund	\$60,000
●	Project Grants to Qualified Donees	\$31,988
●	Project Grants to Non-Qualified Donees	\$7,500

\*Organizations that are not registered charities or qualified donees are referred to as non-qualified donees by the Canada Revenue Agency (CRA).

12TH ANNUAL  
UNITED WAY CENTRAL ALBERTA'S  
**WHISKY**  
*Classic*  
PRESENTED BY **WarrenSinclair** LLP  
LAWYERS



**THANK YOU TO OUR COMMUNITY PARTNERS WHO HELPED MAKE THIS YEAR'S EVENT POSSIBLE. TOGETHER WE RAISED OVER \$88,000!**

 EAGLE BUILDERS VIP EVENT SPONSOR	 GCS Energy Services Ltd. GLASS SPONSOR	 Kin Canada Red Deer Kinsmen Club PREMIUM TASTING SPONSOR	 Novamen HYDRATION SPONSOR
 TD DRIVER TAKE HOME SPONSOR	 OES Heavy Equipment Rentals & Sales AUCTION SPONSOR	 Boulevard restaurant + lounge VENUE SPONSOR	

GOLD SPONSORS

 CWB	 MELCOR	 Scotiabank Scotia Wealth Management.	 WILLSON AV
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SILVER SPONSORS

 servus wealth strategies	 CJ-CSM INSPECTION	 GenTex INDUSTRIES INC.	 GREATWEST KENWORTH LTD	 SCHNELL HARDY JONES LLP LAWYERS SCHEIDT LAMER
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BRONZE SPONSORS

 LAHRMANN CONSTRUCTION INC.	 DONNA PURCELL QC LAW	 WINE AND BEYOND SPIRITS BEER & MORE.
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RETAIL PARTNER

**Thank You GenNext Sponsors**



**Thank You Lights On Sponsor**



**Thank You for Presenting our 2023 Campaign Celebration!**

**Whisky Committee**

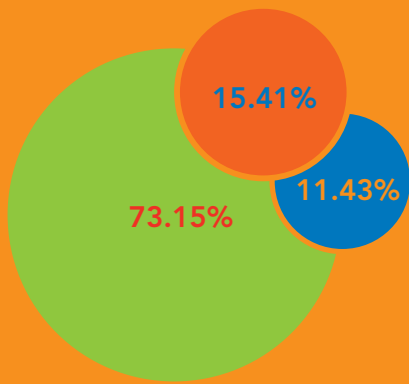
- Lee Ann Waines - Co-Chair
- Tom Terrill - Co-Chair
- Lars Rogers
- Heather Karst
- Jennifer Forrest
- Josh Edwards
- Jamie Wilson

# Financials

Our complete financial statements can be found on our website at <http://caunitedway.ca/financials/2023-24/>



## Fundraising Expenses, as a Percentage of Fundraising Revenue (CRA Fundraising Ratio)



- Direct Fundraising
- Administrative Costs Associated with Fundraising
- Net Fundraising Revenue

	2023-24	2022-23
<b>Fundraising Expenses</b>		
Schedule 2 FS	234,503.00	270,149.00
General Mgmt and Admin	<u>173,908.00</u>	<u>143,517.00</u>
<b>Total</b>	<b>408,411.00</b>	<b>413,666.00</b>

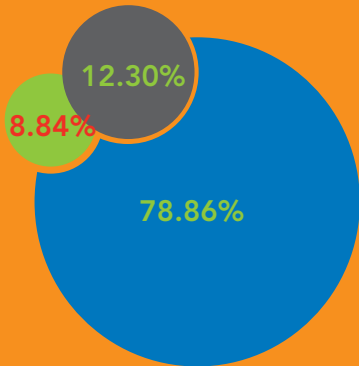
**Fundraising Revenues** Total

Ratio Cost to Revenue\*  
Direct Fundraising Costs Only

\* CRA Fundraising Ratio must be < 35%

	2023-24	2022-23
<b>Fundraising Revenues</b> Total	1,521,358.41	1,570,592.33
Ratio Cost to Revenue*	<u>26.85%</u>	<u>26.34%</u>
Direct Fundraising Costs Only	<u>15.41%</u>	<u>17.20%</u>

## Expense Ratios (Excluding Direct COVID Costs)



- Program Expenditures
- Fundraising Expenditures
- Administration Expenditures

	2023-24	2022-23
Charitable Programs	180,318	281,898
Allocations, Grants & Designations	<u>1,912,416</u>	<u>457,888</u>
<b>Total Program Expenditures</b>	<b>2,092,774</b>	<b>739,786</b>

	2023-24	2022-23
Fundraising	234,503	270,149
Administration	326,404	287,091
<b>Total Non-Program Expenditures</b>	<b>560,907</b>	<b>557,240</b>

**Total Expenditures**

	2023-24	%	2022-23	%
Charitable Programs	180,318	6.80	281,898	21.73
Allocations, Grants & Designations	<u>1,912,416</u>	<u>72.07</u>	<u>457,888</u>	<u>35.30</u>
<b>Total Program Expenditures</b>	<b>2,092,774</b>	<b>78.86</b>	<b>739,786</b>	<b>57.04</b>
Fundraising	234,503	8.84	270,149	20.83
Administration	326,404	12.30	287,091	22.13
<b>Total Non-Program Expenditures</b>	<b>560,907</b>	<b>21.14</b>	<b>557,240</b>	<b>42.96</b>
<b>Total Expenditures</b>	<b>2,653,681</b>		<b>1,297,026</b>	



Rhyean Hylands, Christine Curtis, Chelsea O'Donoghue, Mitchell Danser, Amy Stiksma

## Finance Committee

- Darren Lamothe - Treasurer
- Ade Ijogun
- Dean Krejci - Community Member
- Cathy Perry - Community Member

## Staff

- Chelsea O'Donoghue - Chief Executive Officer
- Lori Jack - Community Impact Manager
- Amy Stiksma - Finance Manager
- Rhyean Hylands - Donor Relationship Manager
- Mitchell Danser - Community Relations Associate
- Lesia Reimer - Accounting & Data Coordinator
- Christine Curtis - Communications & Engagement Associate



**United Way**  
Central Alberta

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