



United Way
Central Alberta



FOR IMMEDIATE RELEASE

United Way Central Alberta Celebrates a Year of Resilience and Fundraising Success

Red Deer, April 8, 2025 – United Way Central Alberta (UWCA) announced over 1.7 million dollars was raised locally during its 2024 annual fundraising campaign. Supporters and community leaders celebrated with UWCA staff and volunteers at Bo's Bar & Stage on April 7th to mark a year of resilience, generosity, and positive impact across the region.

“This year's campaign is a testament to the local love and care we have within our communities,” said Chelsea O'Donoghue, CEO of United Way Central Alberta. “Despite ongoing economic strains and uncertainties, people, workplaces and small businesses have shown remarkable commitment to supporting those who need it most. This campaign proves that when we come together, we can make a positive difference for our communities here in Central Alberta. We are so grateful for your support.”

The annual campaign surpassed last year's local giving, and funds raised will continue to strengthen partner agencies delivering vital programs, fund responsive project grants to help grassroots organizations make an impact, and bolster United Way programming, ensuring supports are accessible to individuals and families throughout Central Alberta when they need it most.

“The generosity of our donors advances the work of our Community Impact Strategy,” said UWCA Board President Darren Lamothe. “United, we are making a difference in local lives, by focusing on both long-term solutions to complex issues and meeting the evolving needs of our community.”

The success of the 2024 Campaign would not have been possible without the tireless efforts of volunteers. A volunteer-driven movement, United Way rallies volunteers, including workplace campaign leaders, operational and event committee members, Board of Directors, and community collaborators, to drive change at the local level.

“We are deeply thankful to our volunteers. They mobilize our fundraising efforts, shape our community investments and build deep local connections,” added O'Donoghue. “As we look ahead, we invite Central Albertans to share their time and talent with United Way to help create meaningful change in Central Alberta.”

With a strong local foundation and a vision for thriving communities, United Way Central Alberta remains committed to addressing complex social challenges and ensuring everyone has the opportunity to reach their potential.

For more information, please contact:

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2024 CAMPAIGN AWARD WINNERS

Top 3 Campaign Awards:

1. NOVA Chemicals – Employee and corporate giving totalled \$686,479.89
2. MEGlobal – Employee and corporate giving totalled \$151,227.45
3. Dow Chemical Canada – Employee and corporate giving totalled \$31,247.23

Rising Star Award – Alberta Health Services

Local Love Award – EVRAZ Red Deer Works

Everyday Hero Award – Bower Place

Funded Partnership Award – African Caribbean Centre of Central Alberta

Community Builder Award – Red Deer Polytechnic

Outstanding Employee Campaign Chair Award – Andrea Ruyselaar, MEGlobal - Prentiss

For more information on United Way Central Alberta visit: <https://www.caunitedway.ca>