

**WE EXTEND OUR SINCERE GRATITUDE TO THE MEMBERS OF OUR COMMITTEES FOR THEIR INVALUABLE CONTRIBUTIONS AND DEDICATION TO OUR MISSION**

**Board of Directors**

Darren Lamothe, President - NOVAMEN  
 Doug Doran, Past President - Red Deer Polytechnic  
 Brett Speight, Treasurer - Farm Credit Canada  
 Ade Ijogun, Director - BCA Canada  
 Tristin Brisbois, Director - PepsiCo  
 Laura Starchuk, Director - Scott Builders Inc.  
 Anne Marie Watson, Director - Red Deer Polytechnic  
 Shelley Odishaw, Community Member

**Campaign Cabinet**

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

**Community Impact Council**

Linda Shepherd  
 Kaywana James-Leon  
 Melissa Ballantyne  
 Dianne Wyntjes  
 Andrea Brack  
 Linda Shepherd  
 Ian Savoury  
 Carla Vasquez  
 Gordana Jovanovic

**GenNext**

Alexandria King  
 Aisley Miles  
 Ariel Kim  
 Cameron Dyson  
 Daniel Mwebwa  
 Leah Marrington  
 Shaun Kolody  
 Zolikhha Elgalad  
 Trent Nicolay

**Whisky Committee**

Lee Ann Waines, Chair  
 Lars Rogers  
 Heather Karst  
 Josh Edwards  
 Jennifer Forrest  
 Brett Speight

**Client Ambassadors**

Aisley Miles  
 Ken Makinaw  
 Dani Albers  
 Linda Shepherd  
 Carla Riley Sloan  
 Scott Jacobs  
 Scott Douglas  
 Jennifer McCrindle  
 Craig Havaaldsen  
 Des Smith

**Finance Committee**

Brett Speight  
 Ade Ijogun  
 Dean Krejci



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100% of every dollar goes into our mission of strengthening vital connections that support people in need across Central Alberta. Together, we helped over 34,084 local people and families in 2024-2025.



**Fundraising Expenses, as a Percentage of Fundraising Revenue \*CRA Fundraising Ratio**

Our complete financial statements can be found at:



**Fundraising Expenses**

Schedule 2  
 General Mgmt and Admin  
 Total

2024-2025	2023-2024
\$271,306	\$234,503
\$202,593	\$173,908
\$473,899	\$408,411

**Fundraising Revenues**

Ratio Cost to Revenue\*  
 Direct Fundraising Costs only

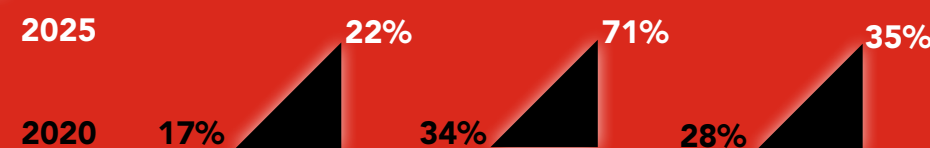
2024-2025	2023-2024
\$1,588,925	\$1,521,359
29.86 %	26.85 %
17.07 %	15.41 %

\*CRA Fundraising Ratio must be < 35%

**Expense Ratios**

	2024 - 25		2023 - 24	
	\$	%	\$	%
Charitable Programs	223,513	12.79	180,318	6.80
Allocations, Grants, Designations	852,088	48.76	1,912,456	72.07
<b>Total Program Expenditures</b>	<b>1,705,601</b>	<b>61.55</b>	<b>2,092,744</b>	<b>78.86</b>
Fundraising	271,306	15.52	234,503	8.84
Administration	400,638	22.93	287,091	12.30
<b>Total Non-Program Expenditures</b>	<b>671,944</b>	<b>38.45</b>	<b>560,907</b>	<b>21.14</b>
<b>Total Expenditures</b>	<b>\$1,747,545</b>		<b>\$2,653,681</b>	

**We Are Changing!**



**Race & Ethnicity**

Increased representation of Black, Métis, Hispanic or Latino, and South Asian individuals.

**Gender Identity Female**

**Disability & Mental Health**

Respondents disclosing physical & mental health challenges.

Since 2020, UWCA has surveyed core volunteers and staff to ensure we have the data to advance DEI across the organization. The above are just a few percentages taken from the UWCA Diversity Survey Summary of Staff and Volunteers 2024/25.

**UNITED WAY CENTRAL ALBERTA ANNUAL REPORT 2024**



**MISSION STATEMENT**

Strengthening vital connections that support people in need across our communities.

**OUR THANKS**

As we reflect on the 2024 United Way Central Alberta Fundraising Campaign, we are deeply grateful for the generosity, dedication, and spirit that defined this year's success.

Thank you to the core volunteers for driving our movement forward, our Board of Directors for guiding our mission, and our Community Impact Council for ensuring meaningful investments. We're grateful to our GenNext Committee for fostering philanthropy among younger Central Albertans, and to our dynamic fundraising committees: Campaign Cabinet and the Whisky Committee. To every volunteer who gave their time to support our events and initiatives this year—from raffles, and BBQs, to workplace campaigns—thank you. You are the heartbeat of this movement.

A special thank you to our workplace campaign champions. Your energy, creativity, and leadership inspired giving and created real change. Thanks to all our volunteers, United Way

**UWCA STAFF**

- Chelsea O'Donoghue - Chief Executive Officer
- Rhyean Hylands - Donor Relationship Manager
- Mitchell Danser - Community Relations Associate
- Christine Curtis - Communications & Engagement Associate
- Lesia Reimer - Accounting & Data Coordinator
- Simone Shepley - Finance Manager
- Zzie Sutton - Community Impact Manager

Central Alberta raised over \$1.7 million this year to strengthen local programs and services across Central Alberta.

We are thankful to the organizations who partnered with us through sponsorships of our Kick-Off Luncheon, Whisky Classic, Sockey Day, and Campaign Celebration. Your support makes meaningful community connection possible.

Thank you to our partner agencies, who deliver vital services to Central Albertans every day, and our Client Ambassadors, who courageously share their stories to show the power of community support. And to our small and remarkable United Way staff team—thank you for the passion and commitment you show up with everyday.

Together, we are creating a stronger, more connected Central Alberta where everyone has the opportunity to thrive.

With gratitude,  
**Darren Lamothe, Board Chair**  
**Chelsea O'Donoghue, Chief Executive Officer**

**KICK-OFF LUNCH SPONSORS**



**JOHNSTON MING MANNING LLP**



Red Deer North & South



**RED DEER**  
RESORT & CASINO



**LIGHTS-ON PROGRAM SPONSOR**



**2024 CAMPAIGN AWARDS OF EXCELLENCE**

- ▲ **RISING STAR** - Alberta Health Services
- ▲ **LOCAL LOVE** - EVRAZ Red Deer Works
- ▲ **EVERYDAY HERO** - Bower Place
- ▲ **COMMUNITY BUILDER** - Red Deer Polytechnic
- ▲ **FUNDED PARTNERSHIP** - African Caribbean Centre of Central Alberta
- ▲ **OUTSTANDING ECC** - Andrea Ruyselaar, MEGlobal Prentiss

**TOP THREE AWARD WINNERS**

Proudly presented to the 2024 Workplace Campaigns that raised the most dollars for United Way Central Alberta.

- ▲ **NOVA CHEMICALS** \$686,479.89
- ▲ **MEGLOBAL - PRENTISS** \$151,227.45
- ▲ **DOW CHEMICAL CANADA** \$31,247.23

**CAMPAIGN CELEBRATION SPONSORS**



**SOCKEY DAY SPONSORS**



**Westerner Park**

