



United Way telethon

The United Way is staging a telethon in a last-ditch effort to reach its 1987 campaign goal. As of Monday, the Red Deer and district chapter still was \$110,000, or 28 per cent, short of its \$396,000 target.

The telethon will be held on Friday, the final day of the campaign, from 7 p.m. to 10 p.m. on Shaw Cable 10.

"The telethon will be our final wrap-up," said campaign director Marj Pettinger.

"Of course we accept donations year long but that will

of board president Jim Todd, who has been involved in a previous telethon.

"We wanted something to end our campaign on an upbeat note rather than have it just fizzle out.

"We're really trying to get the public aware of the United Way and what it stands for and hopefully the telethon will do that."

She said officials from some of the United Way's member agencies will appear on the telethon to describe their services. Agencies will be recipients of the United Way's services.

...will be the ... detail.

United singer on the Way h

The deadline extend per ce had be

How there sion.

"It's Christmas campaigns can't k long."

...L... ..

United Way collections booming

Collections for the United Way of Red Deer and District are triple the amount received at this time last year, executive director Delta Bompel jubilantly said Friday afternoon.



2025 IMPACT REPORT



HOOTENANNY TO AID UNITED FUND

If you try to talk to members of the Composite High School Students' Union these days you will probably get a polite "Sorry, no time".

Rehearsals, ticket sales, posters, seating and a myriad of other arrangements all add up to perhaps the most ambitious project yet undertaken by these young people.

The results will be seen Friday at the Memorial Centre when students stage a giant hootenanny featuring local and

outside talent.

All proceeds from the production will be given to the Red Deer United Fund to demonstrate young peoples' participation and sense of responsibility to this city-wide charitable drive.

Kenneth Stickland, president of the Student's Union, announced the hootenanny plans at the United Fund kick-off ceremonies Sept. 27.

Headlining the talented folk-singing groups will be the San-

tianos (see above), We Three and the Willisdon Green Singers led by Red Deer's Morley Price.

There will be two shows—at 7 and 9 p.m. Tickets are 75 cents and are available from the Shoebox and The Bay ticket office.

Geraldine Stogryn is overall chairman for the event. A United Fund committee of Colin Taylor, Douglas Berg and Ronald Daly is working with the young people.

In the spirit of reconciliation, we acknowledge that the communities we serve are located in the Indigenous traditional territories represented by Treaties 6 and 7 and Métis Region 3.

We offer respect to this land and its 21 First Nations. United Way Central Alberta is committed to building stronger relationships with First Nations, Métis and Inuit Peoples in this region to ensure that we contribute to meaningful lasting prosperity. We pursue this work as individuals and as an organization.

FUND: \$54,280; NEW DATE SET

at time for Red Deer's United Fund was set to for 5 p.m. Nov. 25. To or to phone the Chamber of Commerce office for son to come and pick up the



For 60 YEARS ...

... United Way Central Alberta has responded to the immediate needs in our community and worked towards long term solutions to local issues.

Your donations stay in Central Alberta.

Your support is needed now more than ever.

1965

Fund Tops
\$6,000 *Oct 9/65*

The outlook for Red Deer's first United Fund continues to be optimistic as reports come in from the 600 volunteer canvassers.

Today the fund stood at \$6,100. The objective is \$55,000 to serve the needs of ten participating agencies.

The United Fund received another boost Friday with the announcement that 50 per cent of the proceeds from Sunday's stock car races will be donated to the appeal.

Fund president A. C. Neuert will be on hand at the stock car oval to receive the gift.

1963

Plan For United Fund Pressed By Chamber

MAY 17/63

Red Deer Chamber of Commerce executive council today launched plans for Red Deer's first United Fund Appeal campaign.

Marshall Lees was appointed pro-tem chairman of the united fund drive and chamber manager W. F. Morgan was named pro-tem manager.

Mr. Lees said a meeting of about 20 representatives from Red Deer businesses would be held within two weeks to prepare plans for the establishment of the United Fund drive.

Stanley Ward, manager of Calgary's United Fund Appeal, would be invited to address the meeting.

Mr. Lees said the preliminary meeting would draw up recommendations to put before a public meeting in Red Deer in September. The earliest the drive could be held would be October.

The resolution passed today by chamber at its executive council meeting in the Buffalo Hotel was moved by vice president Louis Janko and seconded by immediate past president Wilson Wood.

The resolution reads: "Moved that the Red Deer Chamber of Commerce initiate and help to organize with the help of representatives of other organizations in Red Deer and district a United Fund Appeal."

The resolution passed unanimously.

Later, Mr. Lees said that a United Fund drive would save businessmen many man hours which he said are currently wasted in organizing many overlapping drives.

He said unions in the city have also indicated support for the drive.

A United Fund Appeal would eliminate across the threshold giving as all donations would be by payroll deductions he said.

"Everyone would be approached only once. A man could give if he wanted to and not give if he didn't want to. With only one drive a man could budget his giving for the year," Mr. Lees said.

A manager would be hired in the fall and an executive council of about 20 members elected to supervise

United Fund
(Continued from Page 1)
the drive, according to tentative plans.
Mr. Lees said he believes various groups in Red Deer would receive more money through participation in the United Fund Appeal than they are currently receiving by means of separate appeals.
Chamber of Commerce representatives on the pro-tem committee are George Galon, J. R. Ferris, M. W. Hewson and J. A. MacLeod.

There is no better time to join us.

60 YEARS OF IMPACT

Dear Friends and Supporters,

As we mark **60 years of impact** in Central Alberta, I'm honoured to share this year's **Impact Report** - a reflection of your generosity and the incredible difference it has made in our communities. This **2024-2025 Impact Report** is more than a summary of numbers and programs - it's a celebration of the compassion, generosity, and unwavering commitment of our donors, volunteers, and community partners.

Thanks to your support, **over 34,000 people and families** received help through United Way Central Alberta in 2024-2025. From warm socks and coats to mental health counselling and mentoring programs, your donations have provided comfort, dignity, and hope to those facing hardship. You've helped children walk into school with confidence, seniors enjoy hot meals and companionship, and youth find safe spaces to grow and thrive.

This year, we saw record-breaking community engagement - from collecting **5,538 pairs of socks** for local agencies to launching new initiatives like the **UWCA 5K Kick Off Run** and the **40 Under 40 GenNext recognition**. These milestones reflect the vibrant spirit of Central Alberta and the power of collective action.

This report also highlights the power of **local giving**. Every dollar stayed in Central Alberta, supporting **multi-year programs, project grants, and small community initiatives**. Whether it was helping Rex, a senior living alone, receive nutritious meals and relief from isolation, or supporting Kenzie, a Grade 6 student, through a mentoring program that gave her a safe space to be herself—your impact is deeply personal and profoundly meaningful.

As we look ahead, we know challenges remain - but so do opportunities. With your continued support, we can rise to meet both. United Way Central Alberta is more than a funder; we are

collaborators and champions for local solutions. Every day, I see the power of working alongside volunteers, agencies, and donors like you to create lasting change.

As you read through the pages ahead, I hope you feel the impact of your generosity. Every story, every statistic, and every smile is a testament to what we can achieve when we unite for a common purpose. Whether you gave a one-time gift, volunteered your time, or championed our cause in your workplace - **thank you**. You are part of a movement that is transforming lives and building a stronger, more inclusive Central Alberta.

With heartfelt appreciation,



Chelsea O'Donoghue
Chief Executive Officer
United Way Central Alberta



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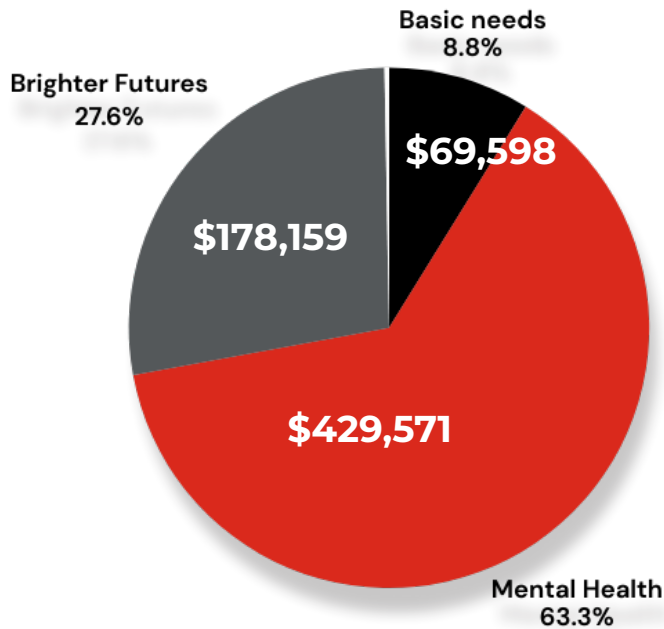
HIGHLIGHTS: MULTI-YEAR AND PROJECT FUNDING

Three-year funded agencies receive the stability and predictability of multi-year funding, while program-funded agencies have more flexibility in supporting a variety of programs and service areas. A complete list of our multi-year and project funded agencies can be found on pages 14 and 15.

1036 donors and 141 organizations created local impact. \$679,214 of your local donations were allocated to Central Alberta agencies, supporting a critical network of more than 30 programs and projects, helping over 34,655 local people and families.

2024-2025 ALLOCATIONS

-  Brighter Futures
-  Mental Health
-  Basic Needs
-  Small Grants (.27%)



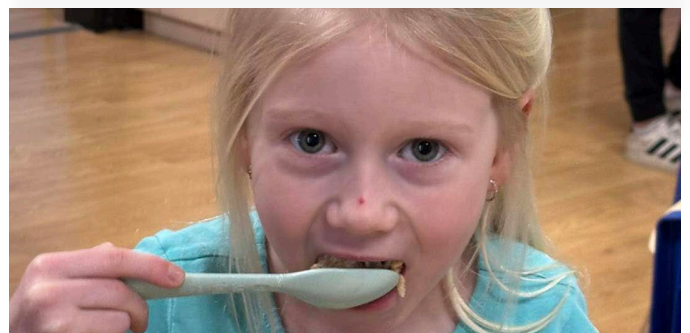
For more information, please scan the QR code for our 2024 Annual Report



DONOR DESIGNATIONS

Some donors ask us to direct their donations elsewhere.

In 2024, 86 donors chose to designate their dollars to other charities, totalling a further \$172,874.



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

More than one in ten Central Albertans, or about 34,655 people, live with a low or limited income and can't meet their basic needs.

Red Deer had the highest unemployment rate among major Canadian cities at 9.7% in January 2025, underscoring significant economic challenges in meeting basic needs.

WHAT WE DO:

MOBILIZE

Unite donors, advocates, volunteers, community partners & more.

ORGANIZE

Increase equitable opportunities to succeed for children, youth and adults.

CREATE CHANGE

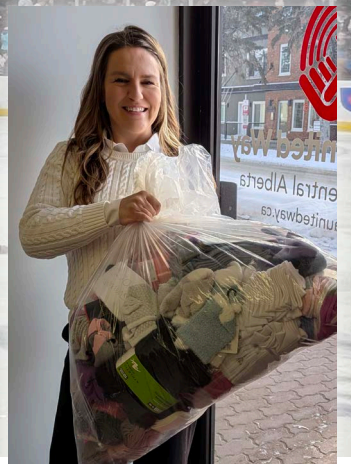
Identify and invest in immediate needs and long-term solutions for children, adults, and families.

United Way's network works together to close gaps and create opportunities.



A record 5,538 socks were collected by community members and over 15 community partners, delivered to 8 agencies, including The Mustard Seed.

Dress for Success and the Women's Shelter to support basic needs of Central Albertans during the winter.



Basic Needs Collections



Central Albertans collected basic need items like food, clothing, and hygiene items.

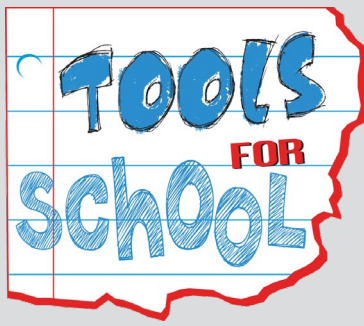
Coats for Communities



We provided 79 coats to 3 agencies and people who walked through the door.

**period.
promise**

12 schools have active Barrier-Free Dispenser Pilots, providing product access to 3408 students in Red Deer, Lacombe, Innisfail, Sylvan Lake, Ponoka, Rimbey, Wetaskiwin and Pigeon Lake.

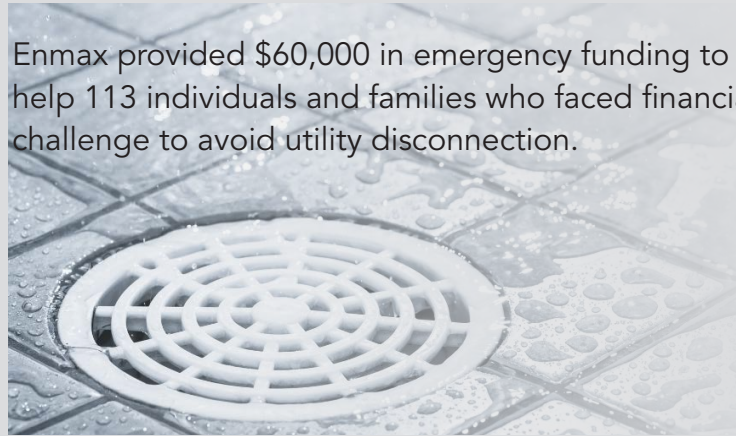


Through community collection efforts, 594 backpacks filled with critical school supplies were distributed to 7 community youth-serving programs across our region. Over \$13,600 in gift cards was donated by the community through Staples locations in Red Deer North (Parkland), Gasoline Alley, and Olds, and distributed to Central Alberta agencies.



ENMAX Lights On Program

Enmax provided \$60,000 in emergency funding to help 113 individuals and families who faced financial challenge to avoid utility disconnection.



"One individual and her three children sat in darkness and bathed in cold water for several days until the Lights On payment went through."

- ▶ 9,670 products provided to 19 agencies to help fight period poverty.
- ▶ 67,608 products donated by P&G provided to supply free pads to students at 59 schools across Central AB.
- ▶ Barrier-Free Dispenser municipal Pilots partnered in Innisfail and Red Deer in 6 public locations.

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Increasing access to suitable mental health services

1 in 5 people in Central Alberta will experience a mental health problem or illness in any given year and mental illness affects many more people indirectly.

Mental illness affects people of all ages, education, income levels and cultures.

Overall - 11 programs were supported, with \$429,571, and 14,113 people helped to access Mental Health Services.

2748 children and youth were given opportunities to strengthen their relationships with family, peers, adults and community.

2748

BBBS Lacombe, BBBS RD, BGC Olds, GNP, PYC

921 people were able to access affordable counselling services through 3 programs.

921

Family Services Central Alberta, Shalom Counseling Centre, Catholic Social Services

10,216+ people were able to access culturally based mental health supports.

10,216

Safe Harbour Many Healing Blankets Program, Shining Mountains Community Living Service

208 people were supported with harm reduction supplies and support in rural communities.

208

Turning Point Society of Central Alberta

"A youth started attending our programs wearing dirty, torn, and ill-fitting clothing. It was clear they were facing significant challenges at home - ones they weren't comfortable sharing.

Through caring and consistent support of our staff, we were able to build trust with this youth. As their connection grew, they opened up about experiences they didn't feel safe discussing at home or at school. Our program became their safe haven, a place where they felt seen, heard, and valued.

Recognizing their needs, we provided them with new clothing, a proper winter jacket, and essential hygiene items. These small but meaningful gestures helped boost their confidence and gave them a renewed sense of dignity. We also made sure they had access to warm, nutritious meals during program hours, and when needed, food to take home.

Today, this young person walks into our space with a smile, clean clothes, and a growing sense of self-worth."

Boys and Girls Club - Olds & Area Youth Programming



Josie & Kenzie, 3 yr mentoring match at BGC Wolf Creek, Ponoka Youth Centre

That's what friends are for ¹⁹⁹⁰

Over 20,000 local people benefit annually from the agencies funded by the Red Deer and District United Way by making every dollar raised during this year's campaign important.

With the 1990 financial goal set at \$404,000, the United Way is keeping campaign and administration costs to a minimum. Practicing good business sense, the United Way is saving thousands of dollars and hours of volunteer time by combining campaigns for all 21 agencies support—hiring professional fund raisers could escalate costs as high as 50 per cent of the proceeds.

Through the agency review process, volunteers ensure donations are spent in the service areas local citizens rely on most. This includes services for lonely seniors, troubled families, accident victims, people in sorrow and those who are dying. Funds are also used for battered wives and their children, the blind, single parents and M.S. sufferers. It helps youngsters who need guidance and people in crisis.

"Jace and Jaxson have been matched for five years through as his Big Brother through Big Brothers Big Sisters of Lacombe and District. What started as a simple connection has grown into a life-changing relationship, profoundly impacting not only Jace but his entire family.

Jaxson has been a constant source of encouragement, guidance, and friendship for Jace. Through the challenges of adolescence, Jaxson's steady presence has helped Jace stay on a positive path and grow into a confident, kind young man." **Big Brothers Big Sisters of Lacombe and District**



"A 30-year-old woman struggled with restlessness, suicidal ideation, hopelessness, and worried about the world ending, significantly impacted her daily



life, causing distress and difficulty in focusing. Grounding techniques and distress tolerance skills helped provide a foundation of emotional safety.

Cognitive Behavioral Therapy (CBT) helped her identify and challenge irrational thoughts, reframing them into perspectives that are more realistic. After several sessions, there was a notable reduction in feelings of being overwhelmed, allowing her to more easily focus on her daily life." **Catholic Social Services**



Creating positive futures with new possibilities.

In Central Alberta, roughly 17% of children and youth live in poverty, a significantly higher rate than the national average. This reinforces the critical role of local programs and community supports.

By contrast, across Canada in 2023, the poverty rate for children was about 11%

Overall - 15 programs were supported, with \$166,159, and 16,920 people helped to build Brighter Futures.

310 youth were supported in the development of essential life skills

Big Brothers Big Sisters Lacombe, Big Brothers Big Sisters Red Deer, Boys & Girls Club Olds, Greenwood Neighbourhood Place, Ponoka Youth Centre

496 people were supported to live independently in their home and community

Red Deer Meals on Wheels, Drumheller Home Support for Older Adults

1243 people were helped to find a job and a create a better future

African Caribbean Centre of Central Alberta, Alberta Narcissistic Abuse Survivor Foundation

1275 youth and young adults who identify as 2SLGBTQIA+ were given opportunities to strengthen relationships in their community



“Many of our clients are vulnerable and live alone. They rely upon Meals on Wheels to provide nourishment and social interaction. We have performed small tasks for them such as changing batteries in remotes, going to the hearing aid store to pick up batteries, helping put a new chair together after it was delivered, or detangling hair from a hair brush. These small tasks make a significant difference in the day-to-day life of our clients.

Many times volunteers have returned to the home to shovel the ramp as the action bus is expected after a heavy snowfall. As a client had quoted “You don’t just bring a meal you bring happiness.”
Red Deer Meals On Wheels



Summer fun at Boys & Girls Club Clearwater - Out of School Programming

United Way backs unique youth home

By **ROBERT PALMER**
of The Advocate

Some important judicial eyes are on an inconspicuous four-plex in the quiet residential neighborhood of Fairview.

Every morning its five occupants pile into a van and are driven to school. Every afternoon they return home to do yardwork, vacuum the house or prepare dinner.

When homework is done, they gather in the living room to share an activity together.

For the residents of Canada's first open custody residence for young offenders, Wednesday is personal development night.

1984



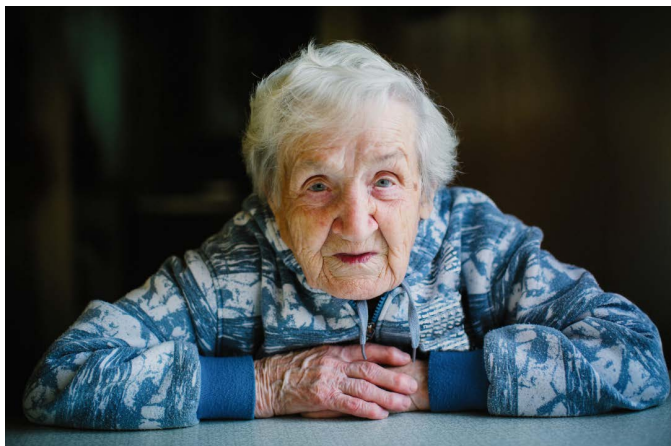
"It's hard to believe it's been almost a year since I was matched with my mentee through the Big Brother Big Sister program. At first, she was a bit shy during our initial meetups, but as we spent more time together, her wonderful personality began to shine. One of the most memorable moments was during a swimming outing. I witnessed her kindness and compassion firsthand. There was a young boy who was hesitant to go in, clearly scared.



Without hesitation, she approached him, offering encouragement and reassurance. She even demonstrated how fun and safe it was, helping him overcome his fear. Seeing her empathy and bravery in that moment made me incredibly proud to be her Big Sister. Our journey together has been filled with such heartwarming experiences, and I look forward to many more." - from a Mentor. **Big Brothers Big Sisters Red Deer**

About 27% of Canadians 15 and older, about 8 million people, live with one or more disabilities that limit their daily activities. This includes about 24% of working-age adults (25-64) and 40% of seniors (65+), many of whom face barriers to living independently. Challenges range from mobility and communication difficulties to a lack of accessible services, transportation, and affordable, supportive housing.

"One senior recently experienced the loss of her husband. **With a net income of only \$13,000,** she sought assistance by enrolling in the hot meals program. At the time, she was understandably distressed, facing significant emotional and financial hardship.



Since joining the program, she has been able to enjoy the meals, and she has expressed deep gratitude for the support. Given her limited income and the fact that much of her savings were depleted due to funeral expenses, the program has been an invaluable resource, providing her with not only nourishment but also a sense of comfort during a difficult time." - **Drumheller Home Support Program for Older Adults**

June 2024 GenNext launched its first 40 under 40 initiative. recognizing the exceptional talent and leadership of young professionals in the region.



July 2024 We had SUCH a whoopin' good time at the Westerner Pancake Breakfast. A hearty thank-you to all of our volunteers!



September 2024 - Our first UWCA 5K Kick Off run was amazing. Thank you to all the sponsors who believed in us!



November 2024 It was another record-breaking year for the Whisky Classic. We are so pleased that this year the event raised over \$107,000, surpassing our \$100,000 goal.

October 2024 Thank you Town of Olds FCSS and to everyone who took part in the town's Poverty Simulation. The event was fantastic and one of the largest we have facilitated.



February 2025 Central Alberta broke another Sockey Day record!!! United Way Central Alberta collected 5,138 pairs of socks at Sockey Day for local agencies.



Eternity Fund

Continuing your tradition of giving with a gift to United Way's endowment fund is an extraordinary statement of your generosity and commitment to your local community. When you make plans to leave a legacy gift, you are acknowledging the issues that impact our community today while ensuring that those issues continue to be addressed tomorrow and into the future.

How you can leave a lasting legacy

Bequest

Where there is a will, there is a way...

Making a bequest in your will is one of the easiest ways you can establish your legacy. You can leave a fixed amount of money, a particular asset or a portion of your estate.

Life Insurance

A gift of life insurance will allow you to leave your estate to your family and still invest in the future of your community.

Other Gifts

You can also donate securities, real estate, RRSPs or RRIFs. Check with your financial advisor or the United Way on how you can benefit from tax savings with these options.

Moving people from Poverty to Possibility

Currently income from the endowment fund directly supports emergency assistance programs to help people in Central Alberta

Poverty is an issue that affects many members of our community and will continue to have an impact for the foreseeable future.

Through your legacy gift to the Eternity Fund, United Way can continue to help the most vulnerable members of our community now and well into the future.



Agency and Program Funding 2024-2025

BRIGHTER FUTURES

Creating positive futures with new possibilities.

BOYS AND GIRLS CLUB OF RED DEER & DISTRICT.....\$41,643
BGC Clearwater, Out of School Programming

RED DEER MEALS ON WHEELS.....\$26,643
Red Deer Meals on Wheels

TOWN OF DRUMHELLER/DRUMHELLER VALLEY FCSS\$19,643
Drumheller Home Support Program (for older adults)

ALBERTA NARCISSISTIC ABUSE SURVIVOR FOUNDATION....\$7,500
Dismantling Bias for a Racism Free Alberta

BOYS AND GIRLS CLUB OF RED DEER & DISTRICT\$5,000
Qmunity Celebration Event

WELLSPRING ALBERTA.....\$7,500
Money Matters Program

AFRICAN CARIBBEAN CENTRE OF CENTRAL ALBERTA.....\$7,500
The 2nd Annual Afro-Caribbean Festival

THE LACOMBE PRIDE SOCIETY\$4,500
The Lacombe Pride Weekend

CENTRAL ALBERTA FASD SOCIETY\$7,500
Indigenous Wellbriety Well-A-Non Facilitator Training

POWWOW TIMES\$7,500
4th Annual Powwow Times International Powwow

AFRICAN CARRIBEAN CENTRE OF CENTRAL ALBERTA.....\$7,500
ACCoCA Thrift & Rental Stores through Employment Training Project

FRANCOPHONIE CANADIENNE PLURIELLE SOCIETY.....\$7,500
After School Program

THE CALGARY BETWEEN FRIENDS CLUB\$5,000
Between Friends Camp Bonaventure Red Deer

RED DEER REGIONAL HEALTH FOUNDATION\$5,230
Community InReach

BASIC NEEDS

Addressing the barriers that prevent people from meeting their basic needs in Central Alberta

ENMAX LIGHTS ON PROGRAM\$60,000

MENTAL HEALTH

Increasing access to suitable mental health services.

CATHOLIC SOCIAL SERVICES.....	\$29,643
Family Counselling	
FAMILY SERVICES OF CENTRAL ALBERTA	\$29,643
Counselling Services	
SHALOM COUNSELLING CENTRE OF ALBERTA.....	\$21,643
Healthier Families and Individuals - Subsidized Counselling	
CENTRAL ALBERTA’S SAFE HARBOUR SOCIETY FOR HEALTH AND HOUSING...	\$71,643
Many Healing Blankets	
SHINING MOUNTAINS COMMUNITY LIVING SERVICES	\$51,643
Reconciliation through Wellness	
TURNING POINT SOCIETY OF CENTRAL ALBERTA	\$55,143
Rural Outreach Program	
BIG BROTHERS & BIG SISTERS ASSOCIATION OF LACOMBE AND DISTRICT.....	\$21,643
Lacombe and District Mentoring Programs	
BIG BROTHERS BIG SISTERS OF RED DEER AND DISTRICT.....	\$41,643
Big Brothers Big Sisters of Red Deer and District (BBBSRD)	
BOYS AND GIRLS CLUB OF OLDS AND AREA	\$23,643
BGC Olds and Area Youth Programming	
GREENWOOD NEIGHBOURHOOD PLACE SOCIETY	\$31,643
The Den-S.Y.C. (Sundre Youth Centre)	
PONOKA YOUTH CENTRE ASSOCIATION	\$51,643
BGC Wolf Creek Youth Impact Program	

United Way Programming 2024-2025

211 ALBERTA	CENTRAL ALBERTA POVERTY REDUCTION ALLIANCE (CAPRA)
DAY OF CARING	ACTION FOR PROSPERITY
PERIOD PROMISE	SYSTEM NAVIGATOR INTERAGENCY
COATS FOR COMMUNITIES	RED DEER LOCAL IMMIGRATION PARTNERSHIP
TOOLS FOR SCHOOLS	RED DEER CHAMBER OF COMMERCE SOCIAL POLICY COMMITTEE
SOCKEY DAY	URBAN INDIGENOUS VOICES - EMPLOYMENT DOMAIN



Photo by JERRY GERLING/Advocate staff

When Ken Johnston, manager of the downtown branch of the Bank of Nova Scotia, volunteered to have pies thrown in his face to raise funds for the United Way, he assumed that a few people would take advantage of the situation. What he didn't count on was that there would be more than 50 whipped cream pies, filled with pumpkin, blueberry and cherry, flung in his direction by staff and customers like Judy Spenceley. All the funds raised from this venture, at \$5 per pie, were destined for the United Way.

GIVE YOUR WAY!

By Mail or In-Person to:

**United Way Central Alberta
#100 4828 53rd St.
Red Deer, AB T4N 2E8**

**or: online at
caunitedway.ca/donate/**

caunitedway.ca

info@caunitedway.ca

403.343.3900