

TOGETHER, WE HELPED OVER

34,513

local people and families

in 2025 - 2026

100% of every dollar goes into our mission of strengthening vital connections that support people in need across Central Alberta.

A MESSAGE OF GRATITUDE

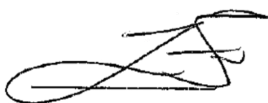
This year has been both meaningful and defining for United Way Central Alberta. As we celebrated 60 years of local impact, we did so alongside a community that continues to demonstrate compassion, generosity, and a shared commitment to caring for one another. For six decades, our work has been powered by volunteers, partners, donors, and community leaders who believe lasting change is built locally, together.

Thanks to your generosity, this year's campaign raised more than \$1.6 million to strengthen vital programs and services across Central Alberta. At the same time, demand for support continues to grow, placing increasing pressure on individuals, families, and the organizations that serve them.

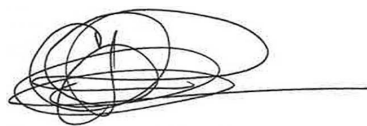
United Way plays an important role in connecting people with local resources, trusted partnerships, and long-term investments that help communities thrive. With your support, we continue to ensure help is available when it is needed most.

We are deeply grateful to our donors, volunteers, workplace champions, and partner agencies whose leadership and commitment make this work possible. Whether you gave, advocated, organized, or inspired others to get involved, you are part of a legacy that has invested more than \$52 million back into this community over the past 60 years.

As we look ahead, we do so with humility and optimism. The challenges facing our communities are real, but so is our collective ability to respond. Through continued collaboration, local leadership, and a shared belief in one another, we are building a stronger, more connected Central Alberta where everyone has the opportunity to thrive.



Laura Starchuk
Board Chair



Chelsea O'Donoghue
Chief Executive Officer

OUR MISSION

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

OUR VISION

Thriving
communities
where everyone
can reach their
potential.

PEOPLE

Our People

BOARD OF DIRECTORS

Laura Starchuk - Chair
Scott Builders

Anne Marie Watson - Vice Chair
Red Deer Polytechnic

Brett Speight - Treasurer
Farm Credit Canada

Dr. Tristin Brisbois - Director
Pepsico

Colin Gomez - Director
Community Member

Ade Ijogun - Director
BCA Canada

Kara LaRoche - Director
STEP Energy Services

Renee Misfeldt - Director
Community Member

Shelley Odishaw - Director
Community Member

Dean Krejci - (Finance Committee)
Community Member

WHISKY COMMITTEE

Lars Rogers
Lee Ann Waines
Heather Karst
Josh Edwards
Brett Speight

GENNEXT COMMITTEE

Sarah Polland - Chair
Zolikhha Elgalad
Trent Nicolay
Cameron Dyson
Daniel Mbewa
Alexandria King
Aisley Miles
Ariel Kim
Leah Marrington
Shaun Kolody

CLIENT AMBASSADORS

Josie Pimm
Kenzie Spek
Ken Makinaw
Rex Martin
Monica Hamilton
Aubrey Cameron
Linda Shepherd
Carla Riley-Sloan
Mandy Urquhart
Chris Urquhart

COMMUNITY IMPACT COUNCIL

Melissa Ballantyne - Co-Chair
Linda Shepherd - Co-Chair
Andrea Brack
Kaywana James-Leon
Dianne Wyntjes
Carla Vasquez
Fatima Humida
Jessica Dinan

CAMPAIGN CABINET

Chris Ballantyne
Andrew Kalenchuk
Sherri Smith
Tom Skinner
Ryan Simmons
Tricia Hunter
Lawanda Ramsay

UWCA STAFF

Chelsea O'Donoghue
Chief Executive Officer
Rhyean Hylands
Donor Relations Manager
Simone Shepley
Finance Manager
Alexis Forbes
Community Impact Manager
Lesia Reimer
Accounting & Data Administrator
Christine Curtis
Media & Communications

“

**As long as I can remember,
I've wanted to help people.**

-- Linda Shepherd, UWCA CIC Member,
upon winning the 2024 Alice Modin Award.

SPONSORS

Our Sponsors

SOCKEY DAY



Westerner Park



Ashley Kramer
Advisor, Sun Life



AndersonSlipp
Chartered Accountants

ENMAX LIGHTS-ON
PROGRAM



MAKE YOUR MARK



RECOGNITION

2025 -2026 AWARD RECIPIENTS



Top Workplace Campaign Award
NOVA Chemicals - Joffre



Exceptional Workplace Campaign Award
MEGlobal - Prentiss



Funded Partnership Award
Safe Harbour Society for
Health & Housing



Local Love Award
City of Red Deer



Community Builder Award
Canadian Tire Red Deer
North & South



Everyday Hero Award
Central Alberta Co-op Ltd.



Outstanding ECC Award
Dow Chemical Canada - Prentiss
Kelsey Lessard & Kyle Pieters



Rising Star Award
Costco Wholesale Red Deer

GRANTORS



KICK OFF LUNCHEON



CAMPAIGN CELEBRATION




NOVA Chemicals®




BELONGING

DIVERSITY, EQUITY & INCLUSION


Based on responses from United Way Central Alberta's core volunteers and staff, our annual DEI survey shows continued progress in building a culture of belonging, trust and representation.




BELONGING
 Respondents reported overwhelmingly positive experiences of belonging, respect and psychological safety across all roles.




TRUST
 Near-universal agreement that leadership's commitment to diversity, equity and inclusion is embedded in our strategy and decision-making.



IMPACT
 Feedback reflects a shift from awareness to meaningful impact, with inclusive decision-making, stronger partnerships and equity-focused practices in action.



REPRESENTATION
 Survey participation increased, along with willingness to self-identify, reflecting growing representation and psychological safety.







ENGAGEMENT
 Pride, retention intent and likelihood to recommend UWCA remain exceptionally high, with even greater consistency year-over-year.

Feedback continues to guide our next steps, including advancing representation in leadership and decision-making roles.

100% OF RESPONDENTS AGREE UWCA VALUES DIVERSITY

96% WERE LIKELY TO RECOMMEND UWCA

SURVEY INDICATORS	2024-2025	2025-2026	CHANGE
 RACIAL/ETHNIC DIVERSITY	23.8%	26.9%	↑ 3.1 pts 13% increase
 AGED 20-40	33.3%	42.3%	↑ 9.0 pts 27% increase
 INTERNATIONAL BACKGROUND	23.8%	23.1%	Stable maintained diversity
 NEURODIVERSITY IDENTIFICATION	19.0%	34.6%	↑ 15.6 pts 82% increase

FINANCES

Financial Overview

Where Your Support Goes

FUNDRAISING EXPENSES, AS A PERCENTAGE OF FUNDRAISING REVENUE



\$1,567,882
Fundraising Revenue

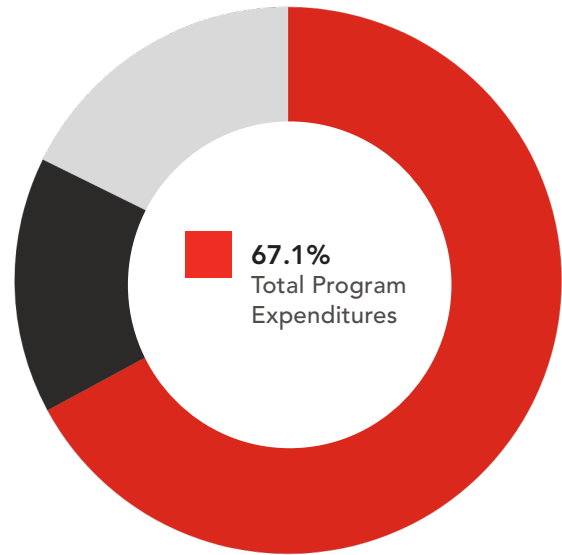


\$369,521
Total Fundraising Expenses
(including allocation of administration expenses)



23.57%
Cost to revenue*
(CRA Fundraising Ratio)

*CRA Fundraising Ratio must be < 35%



15.1%
Fundraising



17.7%
Administration

SUMMARY OF EXPENDITURES

	2025-2026		2024-2025	
	\$	%	\$	%
Charitable Programs	257,864	15.7	223,513	12.8
Allocations, Grants, Designations	843,812	51.4	852,088	48.8
Total Program Expenditures	1,101,676	67.1	1,705,601	61.9
Fundraising	248,972	15.2	271,306	15.5
Administration	290,439	17.7	400,638	22.9
Total Non-Program Expenditures	539,411	32.9	671,944	38.9
Total Expenditures	\$1,641,087	100.0	\$1,747,545	100.0

AUDITED FINANCIALS

Full audited financial statements are available online.



CONNECT

LOOKING FOR MORE?

Readers can access our:

- Leadership Report
- Impact Report
- Audited Financial Statements

at caunitedway.ca



VOLUNTEER

Interested in volunteering with United Way Central Alberta? Scan the QR code and click "Volunteer".

For a deeper look at the people, programs and partnerships behind this year's results, watch for our **2025-2026 Impact Report** later this summer.

STAY CONNECTED

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

403.343.3990

 info@caunitedway.ca

  UWCentralAB

Photo - Josie Pimm, Kenzie Spek - Josie is Kenzie's mentor at BGC Wolf Creek.

