



United Way
Central Alberta

United Way Central Alberta Announces \$594,500 in Multi-Year Funding for 24 Programs Across Central Alberta

FOR IMMEDIATE RELEASE

United Way Central Alberta (UWCA) is pleased to announce the allocation of **\$594,500 in Year 1 funding to support 24 programs across Central Alberta**. This investment marks the first year of UWCA's three-year funding commitment, providing participating partner agencies with stable, predictable funding through 2029. The funding reflects UWCA's commitment to creating thriving communities where everyone can reach their potential by supporting programs that address basic needs, improve mental health, and create brighter futures for individuals and families throughout the region.

The funding allocations are guided by UWCA's 2026–2029 Community Impact Strategy, developed through a community-informed process driven by volunteers, surveyed community-serving organizations, and local stakeholders. The Strategy reaffirms UWCA's focus on three key areas: Basic Needs, Mental Health, and Brighter Futures, while emphasizing equity, prevention, early intervention, and culturally responsive approaches to local community support.

"This investment represents much more than funding, it is an investment in people, relationships, and our local communities," said Chelsea O'Donoghue, Chief Executive Officer, UWCA. "These partner agencies are responding to the most pressing challenges facing Central Albertans today, from poverty and mental health concerns to youth development, newcomer support, reconciliation, and community connection. By committing to three years of funding, we are helping organizations plan with confidence, retain capacity, and focus on delivering meaningful services where they are needed most. Together, we are strengthening vital connections that help people move forward with confidence and hope."

"At a time when community organizations are facing growing demand for services, UWCA is proud to increase our funding allocations by \$77,000 this year," said Laura Starchuk, UWCA Board Chair. "This investment reflects our confidence in the incredible work being done by many local agencies and our commitment to ensure individuals and families throughout Central Alberta have access to the supports they need to thrive."

This funding cycle reflects UWCA's continued commitment to investing in a diverse network of organizations serving urban, rural, Indigenous, newcomer, youth, senior, people with disabilities, and other underserved populations throughout Central Alberta.

Funding decisions were guided by UWCA's 2026–2029 Community Impact Strategy and informed by a community-based review process that assessed applications against established funding priorities and criteria. While this investment supports 24 organizations over the next three years, UWCA recognizes that meeting the diverse needs of our communities requires the ongoing efforts of many organizations and partners. Continued collaboration across the nonprofit sector, governments, donors, volunteers, and community members remains essential.

In addition to its multi-year program funding investments, United Way Central Alberta is continuing to accept applications for Project Funding opportunities. Designed to be responsive to emerging community needs and accessible to grassroots and smaller community-based organizations, Project Funding provides flexible support for innovative, community-led initiatives and enables UWCA to invest in new ideas, emerging opportunities, and locally driven solutions that strengthen communities across Central Alberta.

Brighter Futures Project grants of up to \$7,500 are available throughout the year, while funding remains. Eligible organizations can apply for projects that create opportunities for youth and young adults who identify as 2SLGBTQIA+, strengthen Indigenous communities through Indigenous-led initiatives, support systemically underserved communities through community-led solutions, improve employment prospects, and help individuals build assets and achieve greater financial security.

“Project Funding allows us to support innovative ideas and emerging opportunities,” said O'Donoghue. “These grants are intentionally designed to be accessible and responsive, enabling grassroots organizations to bring forward local solutions that create meaningful change in their communities.” Organizations interested in applying for Project Funding can learn more and submit applications at www.caunitedway.ca.

United Way Central Alberta extends its sincere appreciation to donors, workplace campaign partners, volunteers, and community supporters whose generosity makes these investments possible. Together, they are helping build stronger communities for everyone across Central Alberta.

2026–2029 Multi-Year Funding Recipients

Organization	Program	2026 Allocation
BASIC NEEDS - Support people who are navigating the complex system of government and social services, trying to meet their basic needs		
Stettler & District Family & Community Support Services	Community Capacity Building	\$13,500.00
The John Howard Society of Red Deer	System Navigation Support	\$36,000.00
The Mustard Seed	The Mustard Seed Advocacy Program	\$15,000.00
Turning Point Society of Central Alberta	Red Deer Dayreach Program	\$50,000.00
BRIGHTER FUTURES - Increase access to outreach services that enable independent living		
Circle of Red Deer Seniors Society	Outreach Program	\$25,000.00
Red Deer Meals on Wheels	Red Deer Meals on wheels	\$21,000.00
BRIGHTER FUTURES - Increase access to programs that support the development of essential life skills in youth		
YMCA of Northern Alberta	YMCA Back on Track in Red Deer	\$10,000.00
Boys and Girls Club of Red Deer & District	BGC of Red Deer & District – Central Alberta	\$40,000.00
MENTAL HEALTH - Improve access to affordable and timely counselling services		
Catholic Social Services	Family Counselling	\$20,000.00
Family Services of Central Alberta	Affordable Accessible Counselling	\$23,000.00
Sendero Centre	Counselling	\$20,000.00
Shalom Counselling Centre of Alberta	Healthier Families and Individuals - Subsidized Counselling	\$20,000.00
MENTAL HEALTH - Improve access to culturally responsive mental health and addictions support or intervention programs		
Central Alberta's Safe Harbour Society for Health & Housing	Safe Harbour Many Healing Blankets	\$65,000.00
Shining Mountains Community Living Services	Reconciliation through Wellness	\$35,000.00
MENTAL HEALTH - Increase opportunities for youth to build healthy relationships with family, peers, adults and community		

BGC Camrose	Youth Mentor Program	\$10,000.00
BGC Stettler - Heartland Youth Center	Mentoring	\$10,000.00
Big Brothers and Big Sisters of Red Deer and District	Big Brothers Big Sisters of Red Deer and District	\$40,000.00
Big Brothers Big Sisters of Lacombe & District	BBBS Lacombe and District Mentoring Programs	\$22,000.00
Boys and Girls Club of Olds and Area	BGC Olds and Area Youth Programming	\$5,000.00
Care for Newcomers	Youth Settlement for Newcomers through Activities and Programs	\$35,000.00
Greenwood Neighbourhood Place Society	The Den S.Y.C. (Sundre Youth Centre)	\$25,000.00
Ponoka Youth Centre	BGC Wolf Creek Child and Youth Programming	\$40,000.00
The Calgary Between Friends Club	Between Friends Camp Bonaventure Red Deer	\$10,000.00
Town of Penhold	Penhold Youth Club	\$4,000.00

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About United Way Central Alberta

United Way Central Alberta strengthens vital connections that support people in need across our communities. As a unifying force for social change, UWCA invests in local programs, builds partnerships, advocates for change, and mobilizes resources to create thriving communities where everyone can reach their potential. Learn more at www.caunitedway.ca.