



UNITED WAY 2009 COMMUNITY REPORT



United Way
of the Alberta Capital Region

DEVELOPMENT EMOTIONAL SUPPORT KNOWLEDGE ESL PROGRAMMING FAMILY COUNSELLING CHILD DEVELOPMENT PERSONAL HOPE UNITE LEADERS UNITE PEOPLE
SOCIAL LITERACY DOMESTIC VIOLENCE PREVENTION COMMUNITY PROSTITUTION AWARENESS ELDERLY DIVERSITY UNITE COUNSELLING GRADUATION
ST AID TRAINING CHILD & FAMILY SUPPORTS FOSTERING DIGNITY RESULTS HOME CARE UNITE WISDOM PUBLIC EDUCATION & AWARENESS RECREATION & WELL
UNITE PEOPLE UNITE HEARTS UNITE HANDS UNITE MINDS UNITE EFFORTS UNITE PURPOSE SKILLS TRAINING VOLUNTEER ENGAGEMENT OPPORTUNITIES ABORIGINAL

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United Way Lives in Our Community

Our work inspires and empowers individual and corporate citizens to create social change where they live. To see United Way come to life, you don't need to look very far.

United Way lives wherever we inspire and empower people to come together to share in improving the social conditions of their community. It lives in the boardrooms, lunchrooms and lobbies of workplaces and in the thousands of homes where individuals and families share their hard-earned dollars and lend

their precious time. It lives in the smiles and labour of thousands who engage in a United Way Day of Caring, one out of every three days, somewhere in our community. It lives in our own day-to-day activities, our conversations and our actions. And it lives in 3,000 other United Way communities spread across 47 countries worldwide.

United Way is at the core of a movement. It's a movement inspired by a genuine passion for social change. And it's a movement powered by people just like you – people who have helped to improve individual lives and the social conditions of our community every single day.

Your participation in this movement is what provides the momentum and helps us to reach so many important goals. United Way activity, community investments and partnerships with Member Agencies and other community initiatives contributed to so many positive results in 2009.

For more information on United Way or to download a PDF copy of this report or our 2009 audited financial statements please visit myunitedway.ca



Message from the President & CEO and Chair of the Board of Directors

Powered by people willing to share their time, talent and resources, we continue to make great strides to sustainable community impact. Our vision is for a community where all children and youth get the best possible start in life and succeed in school. Where all families live in healthy and safe environments and where every neighbourhood thrives and flourishes. Our vision is not just about hope for the future – it is about real change for today.

In 2009, our nation and region were still recovering from the effects of the global recession. As an organization we adapted and changed in order to continue advancing with forward momentum and progress our mission to bring people and resources together to build a caring, vibrant community. It is in times like these we are reminded that any one of us could find ourselves in the position of needing help -- but that didn't stop our community from contributing an astonishing \$20.6 million dollars.

The accomplishments and success of the past year would not have been possible without the

leadership and commitment of the Board of Directors, the 2009 Campaign Chair, Dr. Wayne Shillington and his Campaign Cabinet, the Community Investment Committees, partner agencies, United Way professional staff and, of course, the thousands of volunteers and donors. Your work with United Way and support to this community has never been more appreciated. Thank you and congratulations. We would also like to extend a special note of thanks to the residents and businesses of Canora for welcoming us to our new neighbourhood – we have settled in and feel very much at home on Stony Plain Road!

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In this 2009 Community Report we are pleased to present examples of our work with Children and Youth, Families and Neighbourhoods, along with a series of stories that truly demonstrate the impact you are making in our community. We hope you will take the time to review the report and take pride in the positive results you generously make possible.



Anne Smith
President & CEO



Dale Mulek
Chair
2009 Board of Directors



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Children & Youth

Melissa's Story

"So, are you interested?"

It was the simplest question Melissa Mendes had ever been asked. Her entire life had prepared her for this question and, trying to contain her excitement as best she could, she responded, "Yes, yes, of course!"

She was in her car at the time she received the phone call and decided to pull over. After a brief conversation she hung up and started screaming excitedly. The last three weeks had been torture as she waited for a decision. The wait had paid off though, as she had just accepted a position at United Way Member Agency, Terra: Centre for Pregnant & Parenting Teens as a Healthy Families Outreach Worker.

She had felt for a long time that she was meant to help people. This new position would not only allow her to do that, but would allow her to help young women in the same position she had been in only years before.

Melissa Mendes was fifteen years old when she became pregnant. Feelings of embarrassment and confusion plagued her as she tried to avoid telling the people closest to her. Five months into her pregnancy, a friend of her mother's exposed her secret by lifting her shirt in front of her mother. The pregnancy caused a rift between them.

Despite feeling alone, Melissa fought hard to not fall into the stereotype of a pregnant teen. The negativity that surrounded her only fueled her desire to break the misconceptions of those around her. She would achieve a healthy future for her child and nothing would stand in the way of that.

High school was too difficult to attend while she was pregnant as the stigma that followed her around the hallways was humiliating. She eventually discovered Braemar School. Braemar specializes in offering a full range of core curricular courses and a wide variety of options to pregnant and parenting teens aged 15-19. She was able to take prenatal classes here as well to learn what she would experience during

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her pregnancy and how to care for both herself and her child. It was here that Melissa was free from the stares and whispers of her former school and was able to focus on her studies - eventually earning her diploma.

Despite the initial reaction Melissa received from her mother, her pregnancy caused them to eventually bond and become far closer than before. They became comfortable expressing themselves to each other and this cemented their relationship even further. Supporting her daughter and her unborn child became a life's mission for her mother, which, in turn, allowed Melissa to eventually do the same for her child.

Melissa was fortunate to have support from her community. As a young mother, one of the most important needs is emotional support - someone that can be depended upon during

the times that life becomes overwhelming. She was also able to take parenting classes at Terra to properly prepare her for the new responsibility. As her confidence grew, she took part in the Peers Educating Peers program (P.E.P.) which allowed her to go to junior high and high schools to share her story and educate others on teen pregnancy.

With this support behind her, Melissa not only completed high school but was also able to apply to MacEwan University's Mental Health program and was accepted. Raising a daughter, juggling several jobs, and still managing to do her school work was difficult but as she had proven multiple times already, Melissa did not back down from challenge - she embraced it. She graduated from the program in 2008. Prepared by life and equipped with an education, Melissa applied to Terra - the same

organization that had helped her when she needed it. And today, she works as a Healthy Families Outreach Worker providing that same support that was so crucial to her development.

When asked why she supports her community, Melissa doesn't hesitate in saying, "I do it because of my daughter and all of the other girls out there just like her. I want these young mothers and fathers to be the best parents they can be. Being a teen parent is not an ideal situation, but it doesn't help any of us if they are given nothing but barriers to face."



“Children do better when their families are strong, and families do better when they live in communities that help them to succeed.” Annie E. Casey Foundation

Children & Youth Early Childhood Development

There is no doubt that the future of our society depends on the health and well-being of our children. By investing wisely into generations of healthy children, the result will be a lifetime of productivity and responsible citizenship. Based on the growing cache of anecdotal and scientific evidence, it is becoming more apparent that the first six years of life, starting at day one, are vital to raising a healthy child.

United Way supports many programs geared to support parents of young children for early childhood development. One of these is Books for Babies. In 2009, more than 300 parents were provided the opportunity to build healthy relationships with their children and to improve childhood learning by attending Books for Babies, at United Way Member Agency, The Centre for Family Literacy.

Books for Babies encourages parents of infants between birth and 12 months to share books with their babies. It supports all families

in developing early literacy and language experiences and promotes healthy family relationships.

This four-week program is delivered either through one-on-one contacts or in a group setting facilitated by various community partners. Parents are introduced to their local library and other available resources. They are provided with a sturdy book bag, books and easy-to-read information. Ways to enjoy books together with their children are modeled and shared. Participants have the chance to connect and build supportive relationships with other parents with similar circumstances.

The program has far-reaching and long term effects by assisting parents in their ability to support their children's important early development. Not only does it promote reading in the family, but by placing books into homes of families who need them, parents read more often with their babies. This is helping to build and strengthen family relationships and promote positive parenting.

Success in School

For a child or adolescent to be successful in school, they must be provided the essentials that become the foundation for learning. Intuitively, we know that for any individual to be productive the basic needs of food, shelter and clothing are needed. Logically, what follows is a positive family and social network for the child that encourages and acts as role models.

United Way Member Agency, Big Brothers Big Sisters of Edmonton and Area (BBBS) provides positive role models to children and youth. Mentoring provides these young people an opportunity to build their personal skills and strengths. In 2009, more than 3,000 children in the Alberta Capital Region were provided mentors.

Children who are given the opportunity to build relationships with caring community adult mentors are more likely to develop positive relationship skills, self-esteem, confidence and

hope. Preliminary research indicates that ongoing mentoring has the potential to be a successful intervention strategy to address risk among youth and to promote positive behaviors and attitudes.

Research has also shown that children who are matched with a mentor, are more likely to achieve greater success in school, complete high school and realize their full potential. Mentoring programs also help to build the capacity of families by providing support at a broader level. BBBS staff and volunteer mentors build trust relationships with parents. Through these trust relationships, parents are able to link to other relevant community programs. This expands the web of community support resources, allowing parents to increase the parenting and life skills that improve the capacity and strength of their family.

In August 2009, Success By 6® presented recommendations to the House of Commons Standing Committee on Finance. This was a great step forward for Success By 6® toward the goal of influencing long-term policy changes on behalf of children and families.



Families

Connie's Story

It was in a room full of people - government officials, community organization board members, representatives from Alberta Health – all more educated and experienced in dealing with the administration of social services and supports, that Connie, a young mother of two, discovered who she wanted to be.

It was when she and other mothers in the same situation as her expressed their frustration with a disjointed system of social support, that she saw the tears in the eyes of one of the officials. Connie knew that at that moment, she had changed an attitude – changed a mind.

That moment has since changed Connie's life path to one that now finds her pursuing an education in social work.

But this was not always the case.

As a mother of a son and daughter, Connie was struggling with being able to provide things for her children that she knew they needed. One

day she received an appeal in the mail looking for volunteer families to participate in a six-year research project that her life changed. The project would ultimately determine a method of delivering services to low-income families in a way that was more efficient and coordinated.

Connie jumped at the opportunity to help in this project and was placed into one of the four trial systems being tested by Families First Edmonton (FFE) – a partnership of 16 organizations which includes support from United Way. The system her family was placed into focused on increasing recreational opportunities for her children – something many low-income families are unable to afford. As a result of this need, the Recreation Resource Board was created by many FFE partners including United Way Member Agencies KARA Family Resource Centre and YMCA of Edmonton, as well as the Multicultural Health Brokers Co-operative and it has connected over 1,000 children of low-income families with recreational programs.



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Recent research has shown that children in low-income families produce larger than normal amounts of stress hormones to cope with hardships like unsafe neighbourhoods and schools, at-home worries, etc. Whether this child grows up to be a successful individual or not, these hormones maintain their increased level, potentially leading to heart disease, cancer and other diseases related to aging. This is one more reason why the work of FFE is so important. It not only changes the lives of families with low-income at the stage when these health risks are developing, but it will reduce the eventual need of emergency and health services for problems related to low-income childhoods in the future.

Through Families First Edmonton, Connie was able to meet with other mothers in the same situation she was in. As a group, they came to be a wellspring of information for the research project. They spoke at length about the barriers each of them faced on a daily basis and how social supports and services were disjointed and inefficient. It was frustrating to be forced to tell a story several times to many different agencies just to receive the assistance you need. "Why

can't it all be in one place?" she asked. In fact, coordinated efforts are the goal of Families First Edmonton.

The very opportunity these women shared together, meeting with an audience of government officials, community organization board members and representatives from Alberta Health was a positive step forward. It was the first time many of these mothers, Connie included, felt like they were not alone and had a voice. It was the first time they felt like someone was actually listening. Connie was encouraged, inspired but most importantly - motivated.

"When I looked around the room at these people listening to us, I saw one of them crying. I felt I had really changed something. I wanted them to know we weren't numbers, but people just like them. It was important to me."

Today, Connie finds herself in a unique position. She starts her education in social work in September 2010. She has a long road ahead of her but she is also making a very important step in breaking the chain of poverty. Once

out, her children have a much higher chance of becoming healthy, successful adults as well and will be far less likely to rely on social support systems in the future.

She will also find herself with a distinct perspective as someone who has experienced both sides of the equation. She will have a true understanding of the experience of low-income families paired with the hope and solutions she has found through the services provided by United Way and our many partners.

While the Families First Edmonton Research Project will not conclude until 2012, the first round of data collected will be revealed at the end of 2010. This data will provide the catalyst for many informational products meant to inform decision-making on many areas including; how effectively current systems are working together for low-income families, how they can be made more effective, how to deliver services in a strength-based, family-centered way, the reality of life living in a low-income household and what it takes to engage a low-income family in necessary services and supports.

“In every conceivable manner,
the family is link to our past,
bridge to our future.”

Alex Haley

Families

For many, the thought of poverty is represented by images of homeless individuals looking for emergency shelter, the “pan-handlers” on Jasper and Whyte Avenue or the line-up at a community soup kitchen. The notion that poverty is only a result of not having a job is a myth. There are many individuals and families in our community who are considered to be the “working poor” and in some cases, hold down more than one low-paying job at a time. Often these individuals need to choose between putting a roof over their head or food on the table. If you consider that close to 54,000 Albertans used a food bank in the month of March 2009 alone and this was an increase of 61% compared to March 2008, we can safely say that it's about making ends meet.

Not having adequate money to make ends meet is merely the symptom of larger underlying root causes of poverty. Multiple factors contribute to the challenge and can include; language barriers, lack of education, mental and/or physical disabilities, increases in cost of living, low minimum wage, lack of transportation, a fixed income, addictions, and/or family violence.

United Way is tackling the root causes of poverty and creating sustainable and maintainable change for families and individuals. In partnership with many community agencies we are providing a number of programs specific to immediate needs like food, shelter and clothing, while much of our work focuses on self-reliance. These programs are geared toward creating financial stability and independence for people today, tomorrow and in the future.

Research tells us that this kind of change positively impacts the entire community.

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Financial Literacy

Today's complex financial services industry offers a wide array of products and providers to meet financial needs. So much choice requires knowledge and skill to accurately review the options and identify the ones that best suit personal needs and circumstances. This is especially true for populations that are marginalized by financial hardship and other life circumstances.

In 2009, United Way began working with a number of partners to deliver a series of programs aimed at advancing Financial Literacy to assist families and individuals facing poverty. By partnering with other funders and organizations we helped host the Financial Works Conference, offering awareness, education and action around financial literacy and asset building.

For families and individuals facing poverty, financial literacy can help break the cycle that prevents them from achieving life-long financial stability. These learning opportunities provide the essential understanding about financial products, planning, home ownership counseling and how to prevent becoming involved in transactions or situations that are financially destructive. As well, credit management and repair programs enable individuals to correct and learn from previous financial mistakes. There is no doubt that financial literacy is one of the cornerstones of strong families, individuals and communities.

In the Fall of 2009, United Way of the Alberta Capital Region, along with other seven other Alberta United Ways sponsored and supported provincial-wide forums. A broad cross-section of community members from public, private and social service sectors came together for a series of Poverty Reduction Forums. The aim was to build support for a comprehensive poverty-reduction strategy for Alberta. Close to 400 people provided input into the challenges their communities face and discussed innovative ways community organizations could work together to eliminate poverty.



Homelessness and Affordable Housing

By definition, homelessness refers to the condition of lacking a fixed, regular and adequate residence. This definition covers the broad spectrum of homelessness. The continuum of homelessness ranges from the chronic homeless that are unable to maintain employment and residence to the homeless that have lost their home to disaster (e.g. fire). In between these extremes is a variety of unique circumstances and factors, but the number of stories are ever increasing.

Individuals become homeless for many reasons. Some of these include: leaving an abusive relationship, loss of employment, death of a major income earner, physical or mental disabilities, addictions, disasters (fire and flooding), “runaway” children/youth, re-integration into society after incarceration, increased housing costs and falling incomes.

The City of Edmonton created the Homeless Commission to oversee the implementation of Edmonton’s Homelessness Plan. United Way’s CEO, Anne Smith is the Chair of the Commission and the staff for the Homeless Commission are hosted at United Way’s offices on Stony Plain Road.

Over the past year, the Commission has made great strides in the implementation of the Homelessness Plan. The Commission has endorsed a Housing First approach. This model operates on the premise that housing is a prerequisite to economic, social and personal well-being. Once housed, staff will focus on developing the support services needed to address the issues that put participants at risk of homelessness. By the end of 2009, Housing First teams had housed 497 people who were previously experiencing homelessness.

Homeless Connect Edmonton is a broad-based community-inspired initiative, providing

free appropriate services to people and families who are homeless and those at risk of becoming homeless, on one day and at one location. Its mission is to provide services that help open doors out of homelessness, build lasting partnerships, raise public awareness of homelessness in the community, and provide a vehicle for community involvement in addressing the issue of homelessness.

A range of services were provided including mental health assessments, library services, foot care, haircuts, immunizations, birth control, pre-natal support, laundry, housing information, employment and training services and much more.

United Way provided support to the Steering Committee, Volunteer Committee and Sponsorship Committee, and co-chaired the event. In addition, United Way assisted in the provision and preparation of care kits, winter coats and work boots to more than 2,000 people.

Homelessness has become more prevalent throughout the country, but especially in urban centres. In 2008, the Edmonton Joint Planning Committee on Housing conducted their bi-annual “Homeless Count”. The count recorded an increase of 17.6% in the number of homeless compared with 2006. In 2008, 3079 people were considered homeless in our city, of which 1862 are absolute homeless (without permanent shelter). Furthermore, 8.4% (259) of the homeless counted were children and youth under the age of 18.

Another count will be conducted in the fall of 2010. United Way helps conduct the bi-annual count by providing volunteer support.



Neighbourhoods

Richard's Story

United Way has seen great results from N.E.T. and recently honoured Richard, a graduate of the DaBom Squad, at its 2009 Awards of Distinction. The DaBom Squad is a partnership between the Edmonton Police, Canadian Forces, United Way of the Alberta Capital Region and two of its Member Agencies - Boys and Girls Club and The Family Centre.

The DaBom program is a paramilitary-structured and athletic-based program that focuses on strengthening the physical and emotional development of at-risk youth. The youth range in age from 12 to 16 years of age.

Richard was a young man facing many challenges in his life that were barriers to his success. Constable Michelle Horchuk, the DaBom Squad Coordinator, witnessed a physical and emotional transformation in Richard once he started the program.

Before entering Da Bom Squad, Richard was on a path that involved drugs and alcohol and he constantly thwarted attempts to connect with others. The program dropped him into a situation in which he was surrounded by others just like him and through their shared experience, they bonded and developed respect for one another.

Richard's group spent a lot of time team-building which included a day at the EPS and Edmonton Fire Department. In addition to physical demands, the program challenges youth to increase their emotional development, delivering presentations on grief and bereavement, ethics and integrity, and drug and gang education.

Michelle noticed a physical evolution in Richard. He went from being withdrawn and closed off to becoming the top candidate at the end of the program. "He was the one that we selected because he thrived in everything we threw at him," she says.

For the first time, Richard is thinking about volunteering and giving back to his community. The program has given him a vision for the future and he sees himself one day becoming a youth worker, "to help all the young kids that were like me to get back on the right path and help change their life around and make sure they stay that way."

In his journey to be an example to his peers and his community, Richard has adopted a mantra, 'A smart man learns from his mistakes; a wise man learns from others.' "I will carry that with me always". Inspiring words from a wise young man.



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“Unless someone like you cares a whole awful lot, nothing is going to get better. It's not.”

Dr. Seuss

Neighbourhoods

The strength of our communities depends greatly on the health of individual neighbourhoods. Residents want to live in communities that are safe, have places to gather, offer affordable housing and where people know one another.

United Way continues to work with the community to create neighbourhoods where residents can raise their families in a safe and affordable environment. We know it is important that efforts to revitalize neighbourhoods are led by residents so that the skills and passion for maintaining the neighbourhoods remain in place.

Healthy Neighbourhoods

The Neighbourhood Empowerment Team (N.E.T.) concept has played an integral role in community policing in Edmonton for the past eleven years. As a shared project of Edmonton Police Service, City of Edmonton Community Services, The Family Centre and United Way of the Capital

Region, N.E.T. teams are championed as a means of applying non-traditional policing response to common and recurrent community issues. A police officer, civilian community capacity builder and youth intervention worker comprise this multi-disciplined team.

N.E.T.'s success is largely due to the collaborative and inclusive nature of the program. The N.E.T strategy is designed to work with a community and its residents, combining the skill, expertise and perspectives of traditional law enforcement practices with innovative community development strategies. Several community programs are facilitated by NET including; Bully-Busters, Safe & Secure Homes, Safe Squad, AutoSafe, Community Crime Council, Apartment Safe and the DaBom Squad Program for at-risk youth in local neighbourhoods.

Assigned to at-risk communities, as determined by escalating crime statistics, N.E.T. teams stabilize environments; reducing and preventing

crime and fear of crime. The development and execution of a Community Action Plan, customized to each community's unique needs and opportunities, drives day-to-day activity of N.E.T. teams including community-specific policing, community mobilization and crime prevention.

Community Solution to Gang Violence

Community Solution to Gang Violence (CSGV) is a collaborative initiative that includes people from a diverse array of community organizations, all levels of government, and citizens, to work on a community-wide approach to address and solve the issue of gangs and gang violence. Just as the name implies, the central message of The Community Solution is that everyone has an important role to play in bringing about meaningful change. United Way of the Alberta Capital Region is an active member of the steering committee and one of three funders supporting this important initiative.

One of the more tangible results of this work is the development and implementation of the Gang Intervention and Diversion Program. The program, known as Pohna: Keepers of the Fire, is for youth aged 11 to 17. These youth have been identified by Edmonton Police Service to be at risk of becoming involved in gang activity. Much of the program success is based on research that shows the best way to engage youth is to empower them to create change and to surround them with supportive adults. The result is self reliant, independent youth who are able to identify personal alternatives to divert themselves from becoming involved in gang activity.

The Information and Volunteer Centre for Strathcona County provided information and referrals to over 11,000 individuals and linked nearly 1,000 community members within volunteer opportunities.



United Way is at the core of a movement - A movement inspired by a genuine passion for social change. It's a movement powered by people – just like you - willing to share their time, talent and resources in favour of the common good. And it's a movement that is improving individual lives every single day.

Recognition & Awards

Volunteerism is key to a healthy community. Volunteers offer their time, their expertise, and most importantly their hearts. We appreciate the efforts of people who help make the Alberta Capital Region a better place to live and work.

United Way of the Alberta Capital Region Boards of Directors

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Doug Thomas
Leon Zupan

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Julianna Cantwell
Don Gordon
Wes Hodinski
Sharon Shuya
Rayanne Yager
Bob Chomyn
Nancy Danilak
Neil Fairbairn
Brian Frevel
Erika Hage
Darlene Harris-Williams
Kalya Kachuk
Roshan Kastrinos
Kelli Lemon
Andrea Manning
Marjorie Margolis
Claire Min
Katie Mohr
Antony Ngo
Jill Stewart
Phillip Wong
Jennifer Harris



UNITED DIVERSITY

SENIORS ADDICTIONS TREATMENT SELF-MANAGEMENT SKILLS HOUSING COUNSELLING CHILD DEVELOPMENT PERSONAL HOPE LEADERS PEOPLE GRADUATION FIRST RECREATION & WELLNESS ABORIGINAL WISDOM PUBLIC EDUCATION & AWARENESS VOLUNTEER ENGAGEMENT OPPORTUNITIES SKILLS TRAINING HOME SUPPORT PROSTITUTION AWARENESS FAMILY COUNSELLING ELDERS PULSE DIVERSITY UNITE WISDOM UNITE PURPOSE UNITE LEADERS UNITE PEOPLE GRADUATION FIRST RECREATION & WELLNESS ABORIGINAL WISDOM PUBLIC EDUCATION & AWARENESS VOLUNTEER ENGAGEMENT OPPORTUNITIES SKILLS TRAINING HOME SUPPORT PROSTITUTION AWARENESS FAMILY COUNSELLING ELDERS PULSE DIVERSITY UNITE WISDOM UNITE PURPOSE UNITE LEADERS UNITE PEOPLE GRADUATION FIRST RECREATION & WELLNESS ABORIGINAL



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April Jennings
Sheena Leser
Janet Meddings
Ken Shand
Gail Steeves

St. Albert Community Investment Committee

Gail Brightley
Warren Dosko
Cathy Heron
David Quick
Marney Riendeau
Jeannette Rigby
Scott Rodda
Barry Wowk

Strathcona Community Investment Committee

Ian Brusselers
Marion Bulmer
Jill Dorsch
Lise Durand
Kristine Erickson

Karlie Finlay
Lasha MacLeod
Barb McNeill
Arlene Rose
Marilyn Spilchen
Jackie Winter

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Leon Zupan, Past Campaign Chair
Honourable A.Anne McLellan, P.C., O.C.,
Campaign Vice Chair

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Josephine Pallard, Division Co-Chair
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Cindy de Bruijn
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Monique May
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Cheryl Gibson
Suresh Gurjar
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Richard Leaker
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Bryan Bulloch
Catherine Czajkowski
Shannon Davis
James Doherty
Ken Dutchak
Robert Fernandez
Valerie Footz
Gino Gadowsky
Tim Goos
Lee Green
Colleen Highet
Steven Hogle



Moyra Johnson
Lorraine Jonasi
Azina Kanji
Laurel Laird
Deborah Lavoie
Mike Magathan
Ashish Malik
Mary-Louise Mitchell
Garnet Lewis
Jennifer Moncion
Patti Papirnik
Rosemarie Radke
Samuel Radke
Sean Rathwell
Val Seidel
Isabel Simons-Everett
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Grace Thomson
Catherine Waterton
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Darryll White
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Nevin Filipchuk
Kris Norman
Albert Pol
Peter Schwann
Mark Swaenepoel

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Reginald C. Basken
Bob Bowhay
Lieutenant-Colonel Thomas Bradley
Heather Christensen
Douglas Goss
Ken Knowles
Bernie Kollman
Lloyd Lewis
Lesley MacDonald
Shane Nisbett
Fay Orr
Dr. Michael B. Percy
Tom Redl
Janet M. Riopel

Martin Salloum
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Elaine Shannon
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Dr. Robert Westbury

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Dianne Balon
Reg Basken
Bob Bowhay
Lynn Duncan
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Gord Maron
Gord Mooney
Dr. Michael B. Percy
Tom Redl
Rob Reynolds
Janet Riopel
Elaine Shannon
Doug Thomas
Angus Watt
Jadeene Wheaton
Leon Zupan

UNEXT Committee

Grace Choo
Rick Dowell
Hyacinthe Fallu
Shane Nisbett
Crystal Sieben
Sameer Thawer
Dominka Warchol
Kim Wilson

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Manon Aubry
Ronda Bedard
Karen Bruno
Nancy Burns
Debra Cautley
Ione Challborn
Claire Clark
Jean Cremer
Tracy Cumming
Terena Delaney
Deanna Emberg
Roslyn Henderson
Jane Hirst
Michelle Horchuk
Dianne Jackson
Edgar Jackson

Sue Keating
Janelle Maharaj
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Eileen Papulkas
Giselle Parker
Gary Sampley
Deborah Severinsen
Laura Slompe
Jessica Smith-Perry
Pam Spurvey
Gail Steeves
Kuen Tang
Arlene Thompson
Michael Willier
Judy Yawney

Leaders of the Way Speakers

Gail Hope
Cameron John
Ken Knowles
Lloyd Lewis
Gord Mooney

Darwin Park
Dr. Michael B. Perry
Tom Redl
Elaine Shannon
Tyler Tollefson
Leon Zupan

InKind Centre Volunteers

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Josh Bourhis
J.P. Chiasson
Charles Clarke
Gage Crowston
Abdu Gotme
Kendal Gummer
Todd Mcarter
Megan McNeil
Nicholle Pasechnik
Cam Ried

United Way Year Round Volunteers

Colleen Mahon
Lara Wiebe



Social challenges like poverty, homelessness, hunger and family violence truly affect us all. When someone in our community has no shelter or a child at school is going hungry, the strength of our entire community is weakened. There is no doubt, we are all connected.

Days of Caring

A Day of Caring is an initiative that brings volunteers, on loan from their regular workplace for the day, together with resources in a way that directly contributes to the betterment of our community. Volunteers may paint a fence, perform minor renovations, or participate in other activities that benefit member agencies.

Days of Caring Participants

ABSA the pressure equipment safety authority
Alberta Aboriginal Relations
Alberta Agriculture and Rural Development
Alberta Corporate Human Resources
Alberta Culture and Community Spirit
Alberta Education
Alberta Employment and Immigration
Alberta Energy
Alberta Environment
Alberta Housing and Urban Affairs
Alberta Infrastructure
Alberta International and
Intergovernmental Relations
Alberta Investment Management
Corporation (AIMco)

Alberta Seniors and Community Supports
Alberta Sustainable Resource Development
Alberta Tourism, Parks and Recreation
Amex Canada Inc., Business Travel - Edmonton
Aon Reed Stenhouse
ATB Financial
AXA Pacific Insurance Company
BDO
Brownlee LLP
Bunge Canada
Canada Revenue Agency
Canadian Food Inspection Agency
Capital Power Corporation - Edmonton
Cessco Fabrication & Engineering Ltd.
Chandos Construction Ltd.
Citytv
CoSyn Technology, a division of WorleyParsons
Cushman and Wakefield
David Aplin Recruiting
Duncan & Craig LLP
EBA Engineering Consultants Ltd.
Edmonton Airports
Edmonton Economic Development Corporation
Edmonton Public Schools
Enbridge Pipelines Inc.
Environment Canada



AMMING FAMILY COUNSELLING CHILD DEVELOPMENT PERSONAL HOPE UNITE LEADERS UNITE PEOPLE
PROSTITUTION AWARENESS ELDER'S PLACE DIVERSITY UNITE LEADERS COUNSELLING GRADUATION FIRST
WISDOM UNITE LEADERS EDUCATION & AWARENESS RECREATION & WELLNESS
TRAINING VOLUNTEER ENGAGEMENT OPPORTUNITIES ABORIGINAL S

EPCOR

Globex Foreign Exchange Corporation

Health Canada

Hilton Garden Inn West Edmonton

Imperial Oil

Janssen-Ortho Inc.

Ledcor Group of Companies

Leger Marketing

Lilydale Inc.

London Drugs

NAIT

Operation Friendship Seniors Society

Payless Shoesource Canada LP

PCL family of companies

Power Of Girls

Public Works and Government Services Canada

S & B Group (Sand B's)

SIRVA Canada LP

Spartan Controls Ltd.

Staples Business Depot

Suncor Energy Edmonton Refinery

Suncor Energy Inc.

Sysco Edmonton

TELUS

The Edmonton Space & Science Foundation

The Pepsi Bottling Group (Canada) Co.

Unicore Canada Inc.

United Way of the Alberta Capital Region

Univar Canada Ltd.

University of Alberta

Veterans Affairs Canada

Weldco Companies

Workers' Compensation Board

WorleyParsons Edmonton

Xerox Canada Ltd.

Youth Emergency Shelter Society

Financial Days of Caring

Participants

ATB Financial

HSBC Bank Canada

Canadian Western Bank

Servus Credit Union Limited

RBC Royal Bank

BMO Bank of Montreal

CIBC

TD Canada Trust

Engineering Days of Caring

Participants

AECOM

Associated Engineering

Bantrel

C-FER Technologies

CoSyn Technology, a division of WorleyParsons

EBA Engineering Consultants Ltd.

ISL Engineering and Land Services Ltd.

Magna IV Engineering

Morrison Hershfield Limited

SNC-LAVALIN Inc.

Stantec

WorleyParsons Edmonton

Accounting Week of Caring

Participants

BDO

David Aplin Recruiting

Design Group Staffing Inc.

Ernst & Young LLP

Grant Thornton LLP

IS2 Staffing Services Inc.

KPMG LLP

Peterson Walker LLP

Loaned Representative Program

A company loans an employee to United Way for a 15-week period during our annual campaign. Not only does the employee assist United Way in reaching the campaign goal, but also the employee returns to the workplace with enhanced skills that impact the company in a positive way.

Loaned Representatives

Allan Bangart
Public Works and Government Services Canada

Gerald Bourhis
CN

Mary Chomyn
Department of Energy representing the
Government of Alberta

Jerry DeZutter
Department of Energy representing the
Government of Alberta

David Elashuk
Scotiabank

Ashley Feculak
TD Canada Trust

Don Gordon
Department of Energy representing the
Government of Alberta

Lorna Hallam
University of Alberta

Jennifer Harris
Enbridge Pipelines Inc.

Suzanne Hayes
RBC Financial Group

Gail Hope
Department of Energy representing the
Government of Alberta

Sharon Howie
PCL family of companies

Andy Ingram
ATCO Gas

Kala Iyer
WorleyParsons Edmonton

Vera Komarnjicki
Imperial Oil & CEP Local 21A

Andrea Manning
CoSyn Technology, a division of WorleyParsons

Pat McHugh
Department of Energy representing the
Government of Alberta

Chinwe Okelu
Department of Energy representing the
Government of Alberta

Ross Olive
Alberta Blue Cross

Austin Ritchie
Department of Energy representing the
Government of Alberta

Jason Rosadiuk
Department of Energy representing the
Government of Alberta

Gail Smith
Department of Energy representing the
Government of Alberta

Tim Ward
Department of Energy representing the
Government of Alberta

Bernie Wiart
Department of Energy representing the
Government of Alberta



Tony Yu
Canada Revenue Agency

Bernice Zapf
Department of Energy representing the
Government of Alberta

Program Sponsoring Companies

Agrium
KPMG LLP
PCL family of companies
Shell Canada Limited
Suncor Energy Inc.

Awards of Distinction

Awards of Distinction are presented to organizations that generate outstanding results in their workplace and corporate campaigns. Congratulations to this year's award winners and thank you for your generous support.

Campaign Chair Awards

Annual Award of Excellence
PCL family of companies

Largest Corporate Per Capita Donation
Richardson Partners Financial Ltd.

Outstanding Corporate & Employee Support
Enbridge Pipeline Inc.

Outstanding Employee Support
Provincial Employees' United Way Campaign

Largest Per Cent of Potential
ScotiaMcLeod Inc.

Largest Employee Fund Gift
Edmonton Civic Employees' Charitable
Assistance Fund

Leadership Award
Provincial Employees' United Way Campaign

InKind Centre Spirit Award
Citytv

Rising Star Award
The Pepsi Bottling Group

Quantum Leap Award
Chandos Construction Ltd.

Education and Engagement Award
Lilydale Inc.

Best New Campaign
Eaton Electrical Sector

Outstanding Campaign Committee

Canada Revenue Agency

Best Leaders of the Way Campaign
Imperial Oil & CEP Local 21A Strathcona Refinery

Labour Awards of Distinction
Canadian Auto Workers Local 350
General Teamsters Local 362
United Nurses of Alberta Local 33

Spirit Awards

**Canvasser/Canvasser Coordinator
of the Year, Public Sector**
Anne Wilson, Alberta Energy

**Canvasser/Canvasser Coordinator
of the Year, Private Sector**
Rory Bell, BURNCO Rock Products Ltd.

**Employee Campaign Chair of the Year,
Public Sector**
Lenore Neudorf, Alberta Corporate
Human Resources
Marianne Inkpen, The Family Centre

**Employee Campaign Chair of the Year,
Private Sector**
Agata Banach, Stantec
Ron Evans, Coast Paper

Committee Member of the Year

Doug Eggert, PCL Construction Resources Inc.

Kathleen Huber Outstanding Discovery Speaker Award

Kuen Tang, Canadian Paraplegic Association

George Letki Outstanding Volunteer Award

Lisa Zuchotzki, Ledcor Group of Companies
Mark Wiesner, Northlands

Bernice Zapf Loaned Representative of the Year Award

Gerald Bourhis, CN

Campaign Special Event of the Year

Enbridge's Got Talent (A Night at the Movies)
Enbridge Pipelines Inc.

Corporate Superstars Program

A Corporate Superstar is a corporation that contributes a minimum of \$5,000, and then increases that gift by 10% or \$1,000, whichever is higher, the next year.

Corporate Superstars

Acklands-Grainger Inc.

AECOM

AGRA Foundations Limited

Agrium

AltaLink

AMEC Earth & Environmental

ATCO Gas

Beaver Plastics Ltd.

Bunge Canada

BURNCO Rock Products Ltd.

Chandos Construction Ltd.

Delcon Development Group Ltd.

Devon Canada Corporation

Don Wheaton Ltd.

Edmonton Valve & Fitting Inc.

Enbridge Pipelines Inc.

Finning (Canada)

Freeze Maxwell

(A Division of Fremax Holdings Ltd)

General Dynamics Land Systems

Gibson Energy Ltd.

Intact Financial Corporation

Ledcor Group of Companies

Lilydale Inc.

Maclab Enterprises

Magna IV Engineering

PCL family of companies

Pembina Pipeline Corporation

Phoenix Insurance Group Edmonton Inc.

Provident Energy Ltd.

Scaw Metals Group and United

Steelworkers Local 5220

Stantec

The Economical Insurance Group

The Pepsi Bottling Group

TransCanada PipeLines Limited



United Way is not one cause or issue. It is about taking a holistic viewpoint of our community. It is about understanding the gravity and interconnectedness of all the social issues we face. And it's about looking beyond quick fixes and focusing on long-term solutions. That's change.

That's progress.

That's United Way.

Contributors

Combined, more than 39,000 employee and residential individual donors along with over 430 corporate donors contributed to the United Way Campaign in 2009. We appreciate each and every gift and recognize how important individual generosity is to our community. More than 3,250 Leaders of the Way provided over \$6.75 million and the 2009 Leaders of the Way Roster recognized these families and individuals for their outstanding contributions.

Corporations

\$500,000+

PCL family of companies

\$250,000-499,999

Enbridge Pipelines Inc.

\$100,000-249,999

Agrium

ATB Financial

Dow Chemical Canada ULC.

and MEGlobal Canada

EPCOR / Capital Power Corporation

Imperial Oil Foundation

Ledcor Group of Companies

Shell Canada Limited

Suncor Energy Edmonton Refinery
WorleyParsons Edmonton

\$50,000-\$99,999

Chandos Construction Ltd.

CIBC

CN

Costco Wholesale

CoSyn Technology, a division of WorleyParsons

Don Wheaton Ltd.

Edmonton Journal

Finning (Canada)

RBC Financial Group

Scotiabank

TD Canada Trust

TransAlta

\$25,000-\$49,999

Alberta Blue Cross

AMEC Earth & Environmental

Bantrel

BMO - Bank of Montreal Edmonton & Area

BURNCO Rock Products Ltd.

Canadian Western Bank

Enerflex Systems Ltd.

Fraser Milner Casgrain LLP

Great-West Life, London Life and Canada Life

Lehigh Hanson Canada Region

UNITEPURPOSE

S UNITE PURPOSE UNITE WISDOM ELDER ABUSE SUPPORTS YOUTH LEADERSHIP DEVELOPMENT EMOTIONAL SU
SENIORS ADDICTIONS TREATMENT UNITE DIVERSITY SUPPORT PEER SUPPORT FINANCIAL LITERACY DOMESTIC
DUCTION SELF-MANAGEMENT SKILLS HOUSING SUPPORT UNITE HOPE UNITE EDUCATION FIRST AID TRAINING CHIL
Y COUNSELLING CHILD DEVELOPMENT PERSONAL COUNSELLING GRADUATION LEADERS UNITE PEOPLE UNITE HEAR

National Oilwell Varco
Scaw Metals Group and United
Steel Workers Local 5220
Servus Credit Union Limited
Stantec
TELUS

\$10,000-\$24,999

Acklands-Grainger Inc.
AECOM
Aecon Lockerbie
AltaLink
ATCO Midstream
Bell
BP Canada Energy
Cessco Fabrication & Engineering Ltd.

CGI Group Inc.
Christenson Developments Ltd.
Cougar Tool Inc.
Devon Canada Corporation
Enterprise Rent-A-Car
Field Law
Flint Energy Services Ltd.
Fountain Tire
Future Shop
Gibson Energy Ltd.
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Lilydale Inc.
Millar Western Forest Products Ltd.
Molson Canada
MTE Logistix Management
Nexen Inc. Canadian Oil & Gas Division
Parlee McLaws LLP Barristers & Solicitors
Richardson Partners Financial Ltd.
Spartan Controls Ltd.
Sincruide Canada Ltd.
TD Insurance Meloche Monnex
The Pepsi Bottling Group
TransCanada PipeLines Limited
Wawanesa Mutual Insurance Co.
Weldco Companies

\$5,000-\$9,999

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AGS Group Inc.
Alberta Envirofuels Inc.
AMEC
Argus Machine Co. Ltd.
Associated Engineering
ATCO Gas
Avison Young Real Estate Alberta Inc.
Beaver Plastics Ltd.
Best Buy Canada

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Bunge Canada wainwright
Canexus Limited
Capital Environmental Resource
CenturyVallen
City Lumber & Millwork
Corus Entertainment
Davis + Henderson
Delcon Development Group Ltd.
Drader Manufacturing Industries Ltd.
Duncan & Craig LLP
Eagle Professionals Resources
Ecko Marine
Edmonton Airports
Edmonton Kenworth Ltd.
Edmonton Valve & Fitting Inc.
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Farm Credit Canada
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Freeze Maxwell
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General Mills Brands on the Go
Henry Singer Fashion Group
Kinder Morgan Canada
Lakewood Chevrolet

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Saxon International Ltd.
Schlumberger Canada Limited,
DBR Technology Center
SIRVA Canada LP
SNC-LAVALIN Inc.
The CAT Rental Store
The Economical Insurance Group
Umicore Canada Inc.
UPS Canada
Upside Software Inc.
Xerox Canada Ltd.
ZCL Composites Inc.
2 Anonymous

\$1,000-\$4,999

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ABSA - The Pressure Equipment Safety
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Alberta Truss
Alldritt Development Limited
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Aluma Systems Canada
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ATCO I-Tek
Aviva Insurance Company of Canada
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Benefex Consulting Inc
Bird Construction Co Ltd.
Brenntag Canada Inc.
Brownlee LLP
Brytex Building Systems Inc.

Bunge Canada Edmonton
Bunge Canada Fort Saskatchewan
Canadian Tire Associate Store
- West Edmonton
Carlson Construction Ltd
Centre-Core Realty Ltd
C-FER Technologies
Citibank
Coast Paper
Coca-Cola Bottling Company
Comco Pipe & Supply Co.
Command Energy Services and
Accurate Oilfield Supply Ltd.
Crystal Glass Canada Ltd.
Cushman and Wakefield Edmonton
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Davis LLP
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Eaton Electrical Sector
EDS Canada
Emerson Process Management
Ensign Energy Services Inc.
Essential Safety Management Inc.
Extendicare (Canada) Inc.
Federated Insurance Company of Canada
Fire Protection



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Goodyear Canada Inc.
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Horton CBI
HSBC Bank Canada
IBM Canada Ltd.
Industrial Scientific
Irvine & Associates Inc.
ISL Engineering and Land Services Ltd.
ITW Insulation Systems Canada
Ivanhoe Cambridge
Karen Hofmann Professional Corp.
Lafarge Canada Inc.
M D Management Limited
Magna IV Engineering
Manulife Financial
Marsh Canada Limited
McBain Camera Ltd.
MMM Group
Morrison Hershfield Limited
Nabors Drilling
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Robertson Construction Ltd.
Rogers Communications
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Sha-Sta Services
Shores Jardine LLP
Sinclair Supply Ltd.
Skilite Construction Ltd.
Sobeys West
Stefan Roland & Co. Ltd.
Stuart Olson Constructors Inc.
Sulzer Metco (Canada) Inc.
Sysco Edmonton
The Co-Operators
The Rain Man Irrigation & Plumbing Ltd.
Thurber Engineering Ltd.
Univar Canada Ltd.
Universe Machine Corporation

Van Leeuwen Pipe & Tube
Weight Watchers of Alberta Ltd.
Weir Bowen
Western Canada Machining Inc.
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X-L Furniture & Rug Service Ltd.
Zurich North America Canada
8 Anonymous

\$1-\$999

1467116 Alberta Ltd. Sugar Swing Dance Club
Acrodex
Air Liquide Canada
Alberta School Boards Association
Alex Bene Professional Corp.
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Ashley Furniture Homestore
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B. Lehmann Plumbing, Heating & Gas Fitt. Ltd
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BPTEC-DNW Engineering Ltd.
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C. Campbell Dental Laboratory Ltd.
C.J. Campbell Insurance (Edmonton) Ltd.

Cahlo Industries Ltd.
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 Canada Bread Company Limited
 Canada Lands Company
 Canadian Dewatering LP
 Capital Estate Planning Corporation
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 Dawson Motors Ltd.
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 EIDOS Consultants Incorporated
 Enform
 Eton-West Construction Inc.
 Federated Co-Operative Limited
 Focal Customer Development Inc.
 Freedom Ford Sales Limited
 G. W. Hood Ltd.
 Gateway Chorus

Gene's Excavating & Bobcat Services Ltd.
 Hobart Food Equipment Group Canada
 Humford Management Inc.
 Incite Solutions
 Intergraph Canada Ltd.
 ITT Industries
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 Law Offices of Eleanor Boddy
 Lifescan Canada Ltd.
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 Optimax Benefits
 Ostrem Chemical Co. Ltd.
 Park Memorial Limited
 Park Realty & Investments Ltd.
 Penta Completions Supply & Services Ltd
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 Plaza Recreation Ltd.
 PPM 2000 Inc.
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 Reynolds Manufacturing Co Ltd.
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 Skeans Engineering Alberta Ltd
 Skylark Construction Limited
 Sonoco Canada Corporation
 Spike Symes Holdings Inc
 Standard Life
 Swagelok Manufacturing Company LLC
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 T.C.G. Pipe Services Ltd.
 The Dominion of Canada
 General Insurance Company
 The Wusyk Financial Group
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 TSC Realty Ltd.
 Unified Alloys
 U-Store-It Canada Ltd.
 Valcon Partitions Ltd.



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Western Refractory Services Ltd.
Western Star Trucks (North) Ltd.
Winner Garment Industries Ltd.
10 Anonymous

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Alberta Teachers' Retirement Fund Board
Allwest Commercial Furnishings
AMEC Earth & Environmental
B&B Demolition
Cameron Canada Ltd.
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Canadian Cancer Society
Canadian Federation of Labour
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Staples Advantage/Corporate Express
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Enershield Industries
ESRI Canada
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FortisAlberta
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I Care Office Solutions
Interwest Marketing Group
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McLennan Ross LLP Barristers & Solicitors
MH Vicars School of Massage Therapy
Neiman Marcus Group
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Rentor's Association of Edmonton
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RGO Office Products Edmonton Ltd.
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SERVUS Credit Union Ltd.
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TELUS World of Science - Edmonton
Topps Office Furniture
TD Canada Trust

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United Way of the Alberta Capital Region
Willbros Canada
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211
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Unions

Alberta Federation of Labour
Alberta Union of Provincial Employees
Alberta Workers' Health Centre
Amalgamated Transit Union Local 569
Bakery, Confectionary & Tobacco Workers
Local 252
Canadian Auto Workers - Local 350
Canadian Office & Professional Employees
Union Local 458
Canadian Office Professional Employees
- Local 491
Canadian Union of Postal Workers
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Canadian Union of Public Employees
Local 1031
Canadian Union of Public Employees
Local 1368
Canadian Union of Public Employees Local 30
Canadian Union of Public Employees
Local 3550
Canadian Union of Public Employees Local 41
Canadian Union of Public Employees Local 474
Canadian Union of Public Employees
Regional Office
CAW Canada
CAW Canada Local 4050
Communications, Energy & Paperworkers
Union of Canada
Communications, Energy and Paperworkers
Local 1947
Communications, Energy and Paperworkers
Local 21A
Communications, Energy and Paperworkers
Local 445
Communications, Energy and Paperworkers
Local 501A
Communications, Energy and Paperworkers
Local 530A
Communications, Energy and Paperworkers
Local 777 (Air Liquide Unit)
Communications, Energy and Paperworkers
Local 777 (Procor Unit)



Communications, Energy and Paperworkers
Local 829

Edmonton & District Labour Council

Edmonton Firefighters Local 209

General Teamsters, Local Union No. 362

Health Sciences Association of Alberta

International Association of Heat & Frost

Insulators & Allied Workers Local 110

International Association of Machinists

& Aerospace Workers Local 1722

International Association of Machinists

& Aerospace Workers Local 99

International Brotherhood of Boilermakers

& Welders Local 146

International Union of Operating Engineers

Local 955

Millwrights, Machinery Erectors & Maintenance

Union local 1460

National Health & Welfare Union

Local 30016 (P.S.A.C.)

Plasterers and Cement Masons Union Local 222

PSAC Edmonton Area Council

Union of Construction & Maintenance

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UNITE HERE Local 47

United Food & Commercial Workers Local 401

United Nurses of Alberta Local 33

United Steelworkers of America Local 5575

Employee Groups

\$1,000,000+

Government of Canada Workplace

Charitable Campaign

Provincial Employees' United Way Campaign

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PCL family of companies

University of Alberta

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-Senior Officers Association

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Amalgamated Transit Union #569

United Nurses of Alberta Local #196

Canadian Union of Public Employees

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Scotiabank

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Alberta Health Services

- Addiction & Mental Health

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