

# CREATING PATHWAYS AND INSPIRING HOPE FOR A BETTER TOMORROW

2013 United Way Report to the Community





**United Way**  
Alberta Capital Region  
Change starts here.

Poverty is a thief – it steals independence, hope and dignity. Even though we may not want to admit it, poverty can affect any of us at any time. All it takes is one misfortune...an unforeseen circumstance. We can and must work together to create pathways out of poverty.

GARY BOSGOED · 2013 UNITED WAY CAMPAIGN CHAIR

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## A MESSAGE FROM THE CHAIR OF THE BOARD AND THE PRESIDENT & CEO

### CREATING PATHWAYS OUT OF POVERTY

On June 18, 2013, community member Phyllis Bellerose signed the first ever Statement of Support, showing her commitment to ending poverty in our community. Phyllis, a soft-spoken aboriginal woman, lives in poverty, but thanks to the support she is receiving from this community, she is on the path to living a more financially-stable and independent life.

It was also an historic day for our United Way as it marked the beginning of a bold and evolutionary step forward. With a room full of supporters that included donors, funded community partners, provincial and municipal government representatives and media, we announced our new direction to Create Pathways Out of Poverty. As part of the announcement held at the Shaw Conference Centre, we shared our three focus areas and 12 desired results for our community – outcomes that can benefit the more than 120,000 people in our region living in poverty.

After more than 70 years of being known as an 'umbrella' organization, raising funds and investing them into the most pressing social needs of the community, our United Way took a stand on poverty, following two-years of research, planning and development.

The message is becoming clearer and clearer – we can no longer continue to manage the issue of poverty. We must work

together to end it.

Our launch event also included the beginning of a new program, the Poverty Simulation – the first of its kind in the region. This experiential learning opportunity helps participants to understand some of the issues and feelings associated with living in low income and poverty, and engages people in navigating the day-to-day challenges and stresses associated with low income.

### CONNECTING THE CAUSE

The successful introduction of Creating Pathways Out of Poverty resonated with our workplace fundraising forces, helping them harness their collective power and see the cause of poverty as the core of United Way's work.

With Gary Bosgoed, Sr. Vice President and Location Manager for WorleyParsons Canada in the lead as 2013 Campaign Chair, community and workplace fundraising efforts successfully garnered \$23.3 million dollars – the highest amount ever achieved in the Alberta Capital Region.

Our sincere thanks to Gary and his volunteer Campaign Cabinet of close to 35 community leaders, more than 5,000 volunteers, 700 businesses and 35,000 donors for their dedication to raising the resources needed to continue moving the needle on poverty.

## COLLECTIVE EFFORTS

In step with our commitment to end poverty, our United Way was honoured to co-chair Edmonton's Poverty Elimination Steering Committee. The committee, headed by City of Edmonton councillors Amerjeet Sohi and Ben Henderson, developed a deeper understanding of the issues related to poverty and benefitted from United Way's Community Impact Framework to identify key areas of focus for work in the city. This work will serve as a foundation for Mayor Don Iveson's Poverty Elimination Task Force.

As an organization, we are tremendously grateful for the knowledge, insight, dedication and hard work provided by our volunteer Board members in helping to reach this turning point.

Going forward we know that we have a lot of work cut out for us as a community and an organization but, together, we stand to make significant impact.

To move forward with deliberate and meaningful action, we engaged our funded community partners in establishing a preliminary roster of strategies that will help us achieve our 12 Desired Results.

This demonstrated the power of working

together; sharing ingenuity and commitment to a common vision of a poverty-free community.

We invite you to read this 2013-14 Report to the Community, highlighting a very successful and busy year for our United Way; one that is helping shape a future of change for people who need our help in finding their pathway out of poverty.



**Anne Smith**  
President & CEO



**Mona Hale**  
Chair, 2013 Board of Directors

## FOCUS AREAS: HIGHLIGHTS OF 2013 – 2014

Creating Pathways Out of Poverty is a results-based approach focused on three areas that work toward ending poverty – Education, Income and Wellness. Our work in these areas move us away from managing the issues of poverty and toward eliminating it.





## EDUCATION

From the early years through high school completion, children and youth receive the support needed to help them achieve their full potential. This focus area includes: early learning, literacy, family counselling, school lunches and supplies, mentoring and success coaches.

### OUT OF SCHOOL TIME (OST)

Alberta's population has increased by one million over the past decade. Half of this growth is the result of immigration. In 2008, a small number of local organizations, including the Mill Woods Welcome Centre, Africa Centre and Big Brothers & Big Sisters of Edmonton, began working together to offer programming to immigrant and newcomer children, and youth during summer months. The Out of School Time (OST) collaboration was created to

support the needs of new immigrants and refugees who are making Edmonton their home.

"Research indicates that children and youth who participate in positive activities (recreation, educational, art and mentoring programs) during this time demonstrate improved school performance, reduced participation in risky behaviours and enhanced healthy development."\*

The group recently shifted its focus from programs for immigrant youth to support for all vulnerable youth. Today, OST has expanded to offer 35 other programs, providing even more for children and youth after school. And, with support from the OST Secretariat, more immigrant organizations are creating their own programs. In 2013-14, more than 1,000 children accessed out-of-school programs – a 60% increase from 2008.

### EARLY YEARS CONTINUUM PROJECT

There is a resource grid that supports people in Alberta – it keeps citizens healthy and provides opportunities for success. The grid is made up of schools, health centres, libraries and other institutions that make resources available when people need them. In the early years from birth to age six, when research shows that some of the most important factors that contribute to

\*National Institute on Out of School Time. (2006). Making the Case: A Fact Sheet on Children and 1. Youth in Out-of-School Time. Accessed at [www.noist.org](http://www.noist.org).

## Education Highlights

# 3,373

Last year United Way of the Alberta Capital Region invested in programs directed at the healthy development of 3,373 children, age 0-6, helping them to form a strong foundation for school readiness and academic success.

# 179

In 2013, the Boys and Girls Club of Leduc provided a safe, supportive environment for 179 children and youth to spend their after-school hours. Children and youth who attend the club had access to social, education and recreation activities and other opportunities designed to help them focus on positive growth and avoid risky behaviours.

# 656

The YMCA's youth transitions program provided 656 vulnerable youth with the skills to become positive members of their community by remaining in school, finding employment, securing housing, and positively managing personal/family issues related to relationships, addictions, mental health, criminal activity and well-being.



high school graduation actually start, the grid needs to be set up in a way that allows resources to run effectively in order to build a strong foundation for learning.

The Early Years Continuum Project, successfully wrapped up on March 31, 2014. The project explored where gaps existed and how best to close them so every family could get the resources they needed with ease and consistency. This four-year community-based learning project was funded by Alberta Education. Our United Way was proud to facilitate the stewardship under our Success By 6® initiative.

The project focus was to learn from community, and actively engage three sites in Alberta – one in High Prairie, and two in Edmonton (Lymburn and Knottwood). Each community developed innovative ways to create a strong and accessible resource grid to meet their local needs. By observing and collecting the experiences of more than 500 parents, numerous service providers and communities, strategies were explored to increase access to positive experiences and decrease barriers. Overall, each community improved the capacity to create change, with 73% of service providers reporting increased collaboration to deliver supports and services. Parent involvement and ability to inform delivery increased and, by the end of the project, 80% of service providers

reported a better understanding of what parents want in services.

The outcome has strengthened the foundation for children's success, in life and school, with the goal of bettering high school completion rates in our province.

Further information, including community stories on this project, can be accessed through the project final reports, available online at: [successby6edmonton.info](http://successby6edmonton.info)

#### BRANDER GARDENS ROCKS

Brander Gardens Reaching Out to Community Kids (BG ROCKS) is a growing collaboration of kids and families, community organizations and volunteers – all committed to building community capacities and resilience. Funded by United Way and the City of Edmonton, their ultimate goal is to “create a neighbourhood where diversity is celebrated, neighbours know one another, and all kids and families flourish.”

Since its inception in 2010, this grassroots collaborative has been working on strategies to reduce poverty for low-income families living in the Brander Gardens Capital Region Housing complex. The work builds both individual and community assets, and strengthens relationships with all stakeholders.

In the past three years, the collaborative garnered much attention as they focused

on early childhood development, school readiness, and out of school programs for children and youth. School tutoring and mentoring have been critical in helping many of these children succeed academically.

Brander Gardens ROCKS has also been successful in bringing key partners to the table, including: Riverbend Junior High, Brander Gardens Elementary School, Edmonton Public Library, Boys & Girls Club Big Brothers Big Sisters of Edmonton, Riverbend Community League, Terwillegar-Riverbend Advisory Council (TRAC), The University of Alberta, The City of Edmonton and the Brander Gardens community.

## DANISHA'S STORY

Danisha's family unexpectedly fell into poverty when her father died suddenly, leaving her mother to raise two daughters alone. Danisha's mother worked two jobs to put food on the table, but this left Danisha and her sister alone and unsupervised much of the time.

With great foresight, her mother enrolled both of her daughters in Big Brothers Big Sisters. This was a pivotal decision, one that Danisha clearly links to her current success in life and even her career path. Today, Danisha is the Manager of Fund Development for the same organization that helped her as a child.

Danisha continues to stress the importance of mentoring. "That one hour a week means so much to the child. It means they count." Danisha is living proof that a small investment of time can literally build a pathway out of poverty.





## INCOME

Community members living in low income receive support and opportunities to move from poverty to possibility through programs that help them build financial stability and independence. This focus area includes: emergency shelters, food security, housing, financial literacy, skills training and job placement.

### POVERTY SIMULATION

Thanks to the generous sponsorship of EPCOR Community Essentials Council, this year saw the introduction of the Poverty Simulation program, which strives to increase awareness about the truths, myths, complexities and implications of living in poverty. The response has been overwhelming. One participant stated, "I found it was a very powerful experience. I

just got a taste of the challenges that people live with every day if they have a limited income. The event really opened my eyes to understand the complexities and competing priorities poverty generates for people to handle on a daily basis."

Over the course of the year, 11 poverty simulations were hosted, including one sponsored by the Alberta Government for Human Services employees and hosted at United Way, Grande Prairie.

More than 800 professionals and leaders from various sectors have taken part in the two-hour experiential learning session, allowing them to take on a fictional role of a family member or a service provider. The roles are quickly challenged by real-life barriers such as transportation, social isolation, food security, lack of affordable housing, poor physical and/or mental health and lack of sense of belonging, which are prevalent poverty situations.

The 2013 participant survey results show that overall awareness about the challenges of living in poverty increased from 28% before the simulation experience to up to 95% after the exercise.

### EDMONTON SAFE ID STORAGE PROGRAM

Obtaining and retaining identification can be difficult for those who are experiencing difficult challenges such as transitioning out

of homelessness. Personal items are routinely lost, confiscated or destroyed and often there is no "safe place" to leave important documents.

Without identification, individuals may not be able to open bank accounts, qualify for jobs or rent a home.

This is where the Safe ID Storage Program comes in, providing respectful, pro-active, client-focused assistance for the acquisition, retention and retrieval of ID. As well, the program provides assistance to people in acquiring ID and connecting clients to other support agencies, programs and services.

Serving people living in the inner city, the Safe ID Storage Program has doubled the number of people who are safely storing ID, from 365 in 2012 to 864 in 2014-14. It has also assisted countless others to get their own ID, bringing the number of people helped to more than 1,000 in this past year.

### BISSELL THRIFT SHOPPE

On September 2, 2013, the Bissell Centre's Thrift Shoppe was extensively damaged by fire. United Way provided emergency funding which enabled The Shoppe to move to a temporary location, effectively helping to keep this community resource operating for the nearly 6,000 people who shop there each month.

#### COMMUNITY BRIDGE FUND

Preventing homelessness often means providing for the basics – this can include helping families pay outstanding bills as they work toward financial independence. In 2013, United Way provided funding to the Community Bridge Fund, a program that provides temporary financial aid to those in need and prevents them from spiraling into homelessness. The initiative will commence in June of 2014 and it is expected that approximately 200 families will receive assistance.

#### WELCOME HOME

Welcome Home is a volunteer-based program that provides companionship to newly-housed individuals and families supported by Housing First agencies. This initiative is offered by Catholic Social services in partnership with Enbridge Pipelines Inc., United Way of the Alberta Capital Region and The Edmonton Homeless Commission.

The program has some very distinct goals, including to improve the participants well-being and increase their capacity to maintain their housing. As well, it is important that positive interactions are experienced by both participants and volunteers.

The volunteers consider themselves the “fun people” who engage in meaningful daily activities, providing companionship to

reduce the loneliness and social isolation experienced by many newly-housed people in our community.

In 2012, the program had 15 matches and 30 volunteers, but has experienced marked growth in 2013/14, with 32 matches and 64 active volunteers.

#### Income Highlights

## 102,000

Operation Friendship Seniors Society addresses the needs of low-income seniors living in the inner city. Last year, 102,000 nutritious meals were served to seniors. In addition, 260 seniors were assisted with transportation and 243 accessed clothing.

## 268

In 2013, Edmonton John Howard Society's Adult Support Services provided employment assistance to 268 individuals. By assisting them with resume development, cover letters, training and work clothes, EJHS helped prevent those with no income from becoming homeless.

## 67

The St. Albert Food Bank rental assistance program provided support to 67 families who were experiencing housing insecurities and risk of eviction. As a result, these families remained in their homes, their children stayed in the same schools and the result was a more secure housing situation.

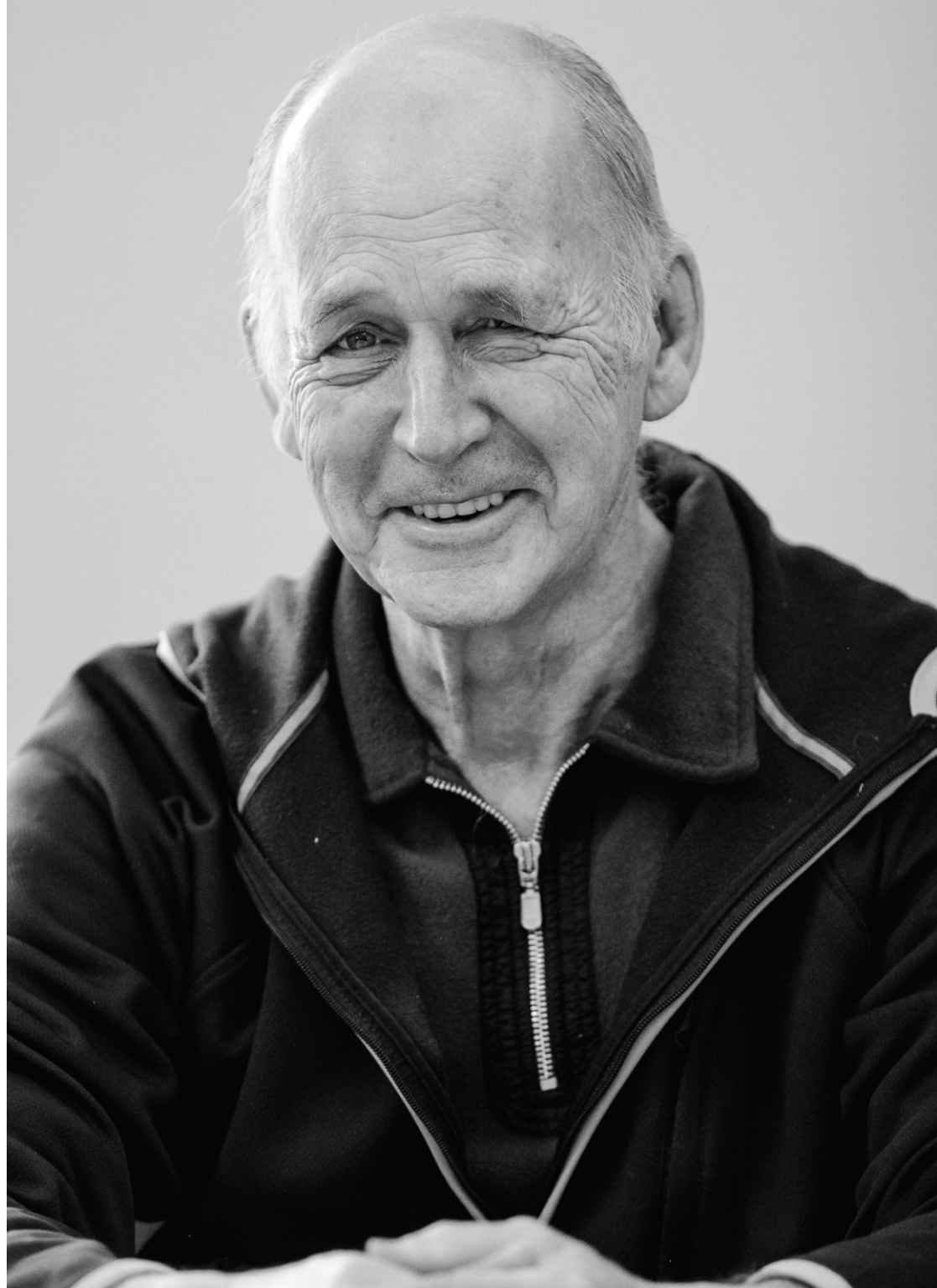


## ROBERT'S STORY

Robert worked for many years in the oil industry, and even developed a patent for a valve that was sold across North America. Being plunged into poverty as a senior citizen was not the future he envisioned. But, life is unpredictable and, at 78 years old, Robert is currently without a home.

He credits Operation Friendship Seniors Society (OFSS), which is funded in part by United Way, with giving his life a sense of purpose and hope. He volunteers for OFSS in the kitchen, where he says there is always “more than enough food” and he enjoys the camaraderie of the staff and clients.

Holding a copy of his patent (which has now expired), Robert fondly recalls the time when he held his life in his own hands and opportunities abounded. Now, he admits, he “can’t do a lot of the stuff he could before,” but he is determined to move forward, noting, “I’m not done yet, I’ve still got lots left to give and I want to give back.”





## WELLNESS

Building positive, caring and safe environments contribute to the overall well-being of community members. Individuals need timely access to supports that strengthen their ability to care for themselves, their families and the neighbourhoods where they live. This focus area includes: community policing partnerships, neighbourhood development, family counselling and support to overcome mental illness and addiction.

### MENTAL HEALTH/COUNSELLING SERVICES IN EDMONTON: A CONTINUUM OF SUPPORT

Working in partnership, United Way of the Alberta Capital Region, the City of Edmonton, and related community organizations began discussions in 2013-14 on developing a more seamless and comprehensive community-based mental health system, where people and families have access to appropriate services in a timely manner.

A series of short and long-term ideas were generated through discussions and included items, such as: expanding Mental Health First Aid programs, developing common screening tools and creating a social media campaign to create public awareness. Future discussions will prioritize these ideas and begin working on implementation. This is a significant first step in providing better access to mental health services for residents in our region.

### CRIME STOPPERS YOUTH

Neighbourhood Empowerment Team (NET) is a United Way and City of Edmonton funded program designed to increase neighbourhood safety and community pride. In March 2014, NET, along with The Edmonton Police Service (EPS), Edmonton Public and Catholic schools and Crime Stoppers developed the Crime Stoppers Youth (CSY) program which allows students

## Wellness Highlights

# 6,853

Canadian Mental Health Edmonton reached 6,853 individuals with their Community Education program. This program improves the knowledge and understanding of the impact that mental health has on the community and helps to reduce the associated stigmas.

# 105

Edmonton John Howard Society REE\*START program provided 105 at risk youth with bus tickets to be used for housing searches, appointments with probation officers, medical appointments and attending court. This access to transportation is critical for youth as they attempt to stabilize their lives.

# 1,500

Victorian Order of Nurses, People in Crisis program, supported more than 1,500 women, children and seniors – all victims of domestic violence – in finding their way to safe and positive futures.



at Queen Elizabeth and Archbishop O'Leary high schools to use their smartphones to report crime through the anonymous Crime Stoppers tip line. The program was launched to more than 2,800 students that attend the two high schools.

The pressure to fit in is extremely hard on youth, often leading to crimes going unreported. This new program gives youth an anonymous way to report crime through the most common tools they use every day.

Violence, drug possession or dealing, theft, possession of stolen property, weapons, vandalism, sexual assault and bullying (assault) are some of the crimes that may be reported to the tip line. Crime Stoppers will reward a minimum of \$50 for tips resulting in successful investigations.

#### EDMONTON CHAMBER OF VOLUNTARY ORGANIZATIONS – MOVING TO ACTION

Edmonton Chamber of Voluntary Organizations (ECVO) provides leadership and mobilizes the collective resources in the voluntary sector by: enhancing programs, services, operations and governance of not-for-profit organizations.

In 2013, United Way invested in an ECVO-led initiative called, Moving to ACTION, which is aimed at enhancing effectiveness across the Human Services sector in Edmonton.

The program will provide capacity building

and backbone support to the sector to increase collaboration with each other in better delivering services to clients.

Given limited resources, many United Way funded partners struggle with capacity issues. Moving to ACTION provides the critical support they need to effectively serve the most vulnerable individuals in our community.

## KAREN'S STORY

Karen says her life has come full circle. Today, she works at Boyle Street Community Services to help people connect with the resources they need to build a better life for themselves and their families. But years ago, she was the one who needed help.

Looking back, she describes herself as “seventeen, addicted, racist and very angry.” She was violent, defiant and very reluctant to trust anyone. But slowly, patiently, people reached out and helped her rebuild her life.

And now, she uses the same approach to connect with others who are struggling. Her philosophy is “never give up” because she has seen miracles happen.



## CONNECTING COMMUNITIES

### COMMUNITY SUPPORT

True to the spirit of this generous community, our United Way was successful in reaching \$23.3 million in the annual fundraising campaign – the largest amount ever raised in our history.

The campaign, Connecting Communities, was enthusiastically led by Gary Bosgoed, Sr. Vice President and Location Manager for WorleyParsons Canada. In his powerful campaign kick-off address, Gary helped set the stage for a spirited and rewarding fundraising year.

In addition to leading the campaign, Gary's own workplace campaign at WorleyParsons was honoured at the Annual Red Tie Gala, by becoming part of the Circle of Excellence. This is an award reserved for workplaces that achieve more than \$1 million dollars in their annual fundraising campaign. WorleyParsons joins existing members of the Circle of Excellence: the Government of Alberta, Enbridge Pipelines and PCL Construction who, for the second year in a row, exceeded the \$2 million dollar mark in their fundraising achievement.

### GIFTS IN KIND

On October 26, 2013, at the grand opening of their new Edmonton store, Microsoft presented United Way with a generous \$400,000 software grant and a \$7,000 in-store credit to upgrade any hardware needs. This was a welcome gift to our organization, allowing us to advance our technology infrastructure and bring operating software up to current standards.

### EVENTS TO REMEMBER

The 2013-14 Annual Campaign Kick-off, Rodeo Breakfast and Red Tie Gala – Awards of Distinction, were all generously sponsored by three presenting sponsors: Enbridge Pipelines, Northlands and WorleyParsons.

This sponsorship allowed United Way to provide inspiring entertainment for our guests. One of the most notable, was Maestro Boris Brott, who gave the "key-note" address at our Campaign Kick-off.

Boris is a celebrated and internationally-recognized conductor who speaks to groups about working together to achieve their collective goals. In his address, he provided everyone with a small mallet and a tone bar, which are single notes of a xylophone. By the time the presentation had concluded, the entire audience had participated in playing Beethoven's, Ode to Joy. This left an impression of connectedness and coming

together to create something larger and significant than themselves.

His presentation to the crowd of 650 guests illustrated the importance of support we each provide as individuals, doing our part to support our community.

### SPREADING THE GOOD NEWS

WE magazine continues to be distributed and enjoyed by our donors and supporters. Two editions of the publication were produced and distributed to our community. The Summer/Fall 2013 edition was sponsored by Conroy Ross and focused on the launch of Pathways Out of Poverty, while the Winter/Spring 2014 edition was sponsored by EPCOR and focused on connecting communities in the Alberta Capital Region.

### CHALLENGE ACCEPTED

Taking the lead from the always successful annual Engineering Challenge, this past year saw two new challenges emerge. The first to launch was the Education Challenge, coordinated by MacEwan University and NAIT. This competition determined which institution could see the greatest percentage increase in dollars and participation over the previous year's achievement.

The second challenge, set to launch on May 27, 2014 with a luncheon and poverty simulation at the Dow Centennial Centre





"Wall of support" in the Community Room at United Way on Stony Plain Road

in Fort Saskatchewan, is the Heartland Challenge. Planning and development in 2013/14, was led by Kevin Melynk, Plant Manager for Agrium's Redwater Plant, and is a collaborative for companies located in the industrial heartland of the Fort Saskatchewan area. This competition will challenge one another to become more engaged in the community and help others by giving time, talent and monetary donations to help the efforts to end poverty.

#### THE SUPPORT GROWS

Since the original Statement of Support signing by Phyllis Bellerose and former Board Chair, Lynne Duncan, 1,225 people have joined the ranks of supporters signing their name in a commitment to ending poverty. All the statements were used to create the "wall of support" in the Community Room at United Way on Stony Plain Road.

## SPECIAL RECOGNITION

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.

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Bill Werry  
Jadeene Wheaton  
Eric Young Q.C.

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Elaine Alt  
Deborah Foster  
Amanda Freistadt  
Brian Henderson  
Brenda Lekochinsky  
Darlene Lewis  
Laura Lowrie  
Jack McMorran  
Garry Pucci  
Kevin Tamblyn  
Jim Woodland

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Angela Armstrong

Shane Asbell  
Jonathan Cleall  
Michelle Devlin  
Lindsay Dodd  
Don Hornsberger  
David Kravitz  
Maureen McLellan  
Keith Meagher  
Reg Milley  
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Matt Woolsey  
Eric Young

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Jadeene Wheaton

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Gary Bosgoed  
Gene Bourassa  
Dave Chowne  
John Connolly  
Kevin Fitzgerald  
Ray Guidinger  
Mona Hale  
Lloyd Lewis  
Gord Mooney  
Karen Mottershead  
Eric Newell  
Liz O'Neill  
Patti Papirnik  
Tyler Tollefson  
Peter Watson  
Bill Werry  
Jadeene Wheaton  
Terry Williams

#### **DISCOVERY SPEAKERS**

Kris Andreychuk  
Calvin Avery  
Marjorie Benz  
Danisha Bhallow



Pierce Brindza  
Elaine Comeau  
Jean Cremer  
Larry Derkash  
Jenn Dermott  
Sandra Dowie  
Tamara Gaudet  
Darren Hinger  
Constable Michelle Horchuk  
Dianne Jackson  
Edgar Jackson  
Emily Keating  
Sue Keating  
Mercedes Larocque  
Donna Lemieux  
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Lincoln Nanaquawetung  
Ross Norton  
Joan Paton  
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Tanaura Seon  
Wendy Serink  
Judy Sterling  
Brent Van Leeuwen  
Judy Yawney  
Rahma Yusuf

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Colleen Mahon  
Lara Wiebe

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Chris Otto

Nicholle Pasechnik  
Cam Reid  
Des Williamson  
**SPECIAL PROJECT VOLUNTEERS**  
Deep Dhillon  
Carla Perry

## SPONSORED CAMPAIGN 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 the employee also returns to the workplace with enhanced skills that impact the company in a positive way.

### SPONSORED CAMPAIGN REPRESENTATIVES

Ankit Anand – Government of Alberta  
Nick Arscott – Alberta Blue Cross  
Mary Chomyn – Government of Alberta  
Angela Climenhaga – WorleyParsons Edmonton  
Crystal DeCosta – PCL Construction  
Jerry DeZutter – Government of Alberta  
Amanda Elzein – TD Bank Group  
Kory Fedorak – Imperial Oil & Unifor Local 21A  
Don Gordon – Agrium  
Meaghan Janssen – ATCO Gas  
Brittany Marsh – Program Sponsoring Companies  
Sandra Mueller – Government of Alberta  
Julia Nimilowich – Program Sponsoring Companies  
Lorraine Oswald – Enbridge Pipelines Inc.  
Jeremy Reay – Program Sponsoring Companies  
Gail Smith – Government of Alberta  
Fia Stobbe – Government of Alberta  
Ken Toews – CN  
Dibyajyoti (Dib) Tripathy – Program Sponsoring Companies  
Tim Ward – Government of Alberta

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ATCO Gas  
CN  
Enbridge Pipelines Inc.  
Government of Alberta  
Imperial Oil & Unifor Local 21A  
KPMG LLP  
PCL Construction  
RBC Foundation  
Scotiabank  
Shell Canada Ltd.  
TD Bank Group  
WorleyParsons Edmonton

## 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 winners and thank you for your generous support.

### 🏆 AWARD OF EXCELLENCE

PCL Construction  
Enbridge Pipelines Inc.  
Provincial Employees' United Way Campaign  
WorleyParsons Edmonton

### 🏆 BEST LEADERS OF THE WAY CAMPAIGN

Office of the Auditor General of Alberta

### 🏆 CAMPAIGN SPECIAL EVENT OF THE YEAR

Opening Ceremonies - Enbridge Pipelines Inc.

### 🏆 EDUCATION AND ENGAGEMENT

Agrium

### 🏆 EMPLOYEE CAMPAIGN CHAIR OF THE YEAR, PRIVATE SECTOR

Jennifer Lowry, Capital Power  
Anna Gotengco & Ryan Williams, Harvard  
Property Management Inc.

### 🏆 EMPLOYEE CAMPAIGN CHAIR OF THE YEAR, PUBLIC SECTOR

Roya Damabi, Alberta Human Services  
Shaun Kozun & Mila Radulov, Alberta Blue Cross

### 🏆 GEORGE LETKI OUTSTANDING VOLUNTEER

The Honourable A. Anne McLellan, P.C., O.C.  
Eric Young Q.C.

### 🏆 KATHLEEN HUBER OUTSTANDING DISCOVERY SPEAKER

Pierce Brindza

### 🏆 LABOUR AWARD OF DISTINCTION

Health Science Association of Alberta  
United Food and Commercial Workers Local 401  
International Association of Machinists and  
Aerospace Workers Local Lodge 99

### 🏆 LARGEST CAMPAIGN - UNDER 50 EMPLOYEES

Delcon Development Group Ltd.

### 🏆 OUTSTANDING CAMPAIGN COMMITTEE

EPCOR

### 🏆 OUTSTANDING IN-KIND SUPPORT

City of Edmonton

### 🏆 QUANTUM LEAP

City of Edmonton  
Eaton Electrical Sector

### 🏆 RISING STAR

Celanese EVA Performance Polymers Partnership

### 🏆 WORKPLACE AMBASSADOR OF THE YEAR, PRIVATE SECTOR

Pamela Falkenberg, TD Bank Group

### 🏆 WORKPLACE AMBASSADOR OF THE YEAR, PUBLIC SECTOR

Rupesh Patel & Lana Clancy, Alberta Health

## SIGNIFICANT EMPLOYEE FUND GIFT

*The Edmonton Civic Employees' Charitable Assistance Fund is the recipient of the Significant Employee Fund Gift Award. More than 9,800 members, representing nine local unions and associations, contribute to this fund, which is dedicated to strengthening our community. This year marks the 54th consecutive year this employee fund has contributed to United Way, investing in excess of \$12 million!*

### *Edmonton Civic Employees Charitable Assistance Fund:*

Amalgamated Transit Union (ATU) Local 569  
Alberta Health Services Community Care & Public Health, Association of Management and Non-Union Affiliates  
Alberta Health Services, United Nurses of Alberta Local 196  
City of Edmonton Management Association (CEMA)  
Unifor Local 829  
Canadian Union of Public Employees (CUPE) Local 30 (Edmonton Civic Employees)  
Edmonton Fire Fighters Union Local 209  
Edmonton Police Senior Officers Association  
International Brotherhood of Electrical Workers Local 1007



## CORPORATE SPONSORS

Corporate partners play an integral role in the implementation of United Way's various engagement programs and events. By providing inkind and financial sponsorship support, these companies are helping United Way alleviate poverty in the Alberta Capital Region and they are generating results for their organizational corporate social responsibility goals.

### EVENT SPONSORSHIP AND SUPPORT

#### *Presenting Sponsors:*

Enbridge Pipelines Inc.  
Northlands  
WorleyParsons Edmonton

#### *Supporting Sponsors:*

City  
CTV  
Global Edmonton  
Edmonton Journal  
Production World (formally AXE Productions)

#### *Supporting Partners:*

The New 92.5 Fresh FM  
McCallum Printing Group Inc.  
The Royal Canadian Artillery Band

### WE MAGAZINE SPONSORSHIP

Conroy Ross Partners  
EPCOR Community Essentials Council  
NAIT

### CARE KITS FOR HOMELESS CONNECT

#### *Presenting Partners:*

Parlee McLaws LLP Barristers & Solicitors  
United Way of the Alberta Capital Region

### COATS FOR KIDS AND FAMILIES

#### *Presenting Partners:*

Edmonton Oilers Community Foundation  
Global Edmonton  
Page The Cleaner  
United Way of the Alberta Capital Region

#### *Community Sponsors:*

ABC Press  
Corus Entertainment  
Edmonton Sun/Examiner

### TOOLS FOR SCHOOL

#### *Presenting Partners:*

Staples Canada Inc.  
United Way of the Alberta Capital Region

#### *Community Sponsors:*

790 CFCW  
ABC Press  
Capital FM  
City  
Edmonton Sun/Examiner  
Edmonton Oilers Community Foundation  
First Student Canada  
K97  
Kinette Club of Edmonton  
Panago

### UDODGE SPONSORS

#### *Presenting Partners:*

Edmonton Police Service

#### *Community Sponsors:*

Northlands

## LABOUR

The partnership between United Way and labour groups began in 1961 when the United Community Fund of Greater Edmonton, now known as United Way of the Alberta Capital Region, was founded by the Edmonton and District Labour Council and the Edmonton Chamber of Commerce. We appreciate and recognize the labour groups that are dedicated to building community resources and contributing a significant amount of time, talent and funds to United Way.

Alberta Federation of Labour  
Alberta Union of Provincial Employees  
Alberta Workers' Health Centre  
Canada Post Corporation  
Canadian Labour Congress  
Canadian Office & Professional Employees – Local 491  
Canadian Office & Professional Employees Union Local 458  
Canadian Union of Postal Workers  
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 474  
Canadian Union of Public Employees Regional Office  
Edmonton & District Labour Council  
Environment/Meteorological Local 30703  
Health Sciences Association of Alberta  
International Association of Heat & Frost Insulators & Allied Workers LU 110  
International Association of Machinists & Aerospace Workers Local 1722  
International Association of Machinists & Aerospace Workers Local Lodge 99  
International Union of Operating Engineers Local 955  
Sheet Metal Workers' International Association Local Union 8  
Unifor  
Unifor Local 1947  
Unifor Local 21A (Strathcona Unit)  
Unifor Local 250  
Unifor Local 350  
Unifor Local 4050

Unifor Local 445  
Unifor Local 501A  
Unifor Local 530A  
Unifor Local 728A  
UNITE HERE Local 47  
United Food & Commercial Workers Local 401  
United Nurses of Alberta Local 79  
United Steelworkers Local 1-207

### **Edmonton Civic Employees Charitable Assistance Fund:**

Amalgamated Transit Union (ATU) Local 569  
Alberta Health Services Community Care & Public Health, Association of Management and Non-Union Affiliates  
Alberta Health Services, United Nurses of Alberta Local 196  
City of Edmonton Management Association (CEMA)  
Unifor Local 829  
Canadian Union of Public Employees (CUPE) Local 30 (Edmonton Civic Employees)  
Edmonton Fire Fighters Union Local 209  
Edmonton Police Senior Officers Association  
International Brotherhood of Electrical Workers Local 1007



# Change starts here.

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Alberta Capital Region • 15132 Stony Plain Road • Edmonton AB T5P 3Y3  
*Charitable Registration Number 11926 0487 RR0001*