



United Way
South Eastern Alberta

Change starts here.

utdway.ca



2014 Annual Report



A word from the **PRESIDENT**

Being connected to one's community means investing in the community and embracing change. The United Way of South Eastern Alberta has always embraced change and last year has been no different. One of our long term major workplace campaigns ended, following the relocation of that company from the area of Brooks, to an area out of Southern Alberta. This led to an expected deficit in fund raising, but I'm glad to report that with the foresight of this happening, the Board of Directors and staff were able to strategically plan forward and somewhat fill this void with supplementary special events and fundraising activities. The hard work of the staff and Board is to be commended for this and although still dealing with the deficit the blow has been significantly lessened.

In 2014, many community based programs in the Southern Alberta area received grants and the momentum of community change and community investment has continued. The city is seeing a near end to homelessness through the diligent efforts of many agencies and those in need of vital assistance are receiving it. The Brown Bag Lunch Program, championed by United Way and facilitated through the Medicine Hat Food Bank is an example of one such successful endeavor. The contribution of Southland Transportation, again facilitated through the United Way, is vital to this program and is also worth recognition. This commercial company is giving back to the community it serves and delivering the needed lunches to the many schools daily. This is of course a longer term investment, facilitating education and the needs of the youth to be all that they can be. The United Way Tools for Schools program has also grown, as has the Christmas Toy Drive and the United Way Coats for Kids program. I would like to make a special mention to our great community partners Southland Volkswagen and Southland Kia for their great community service and dedication to these programs. They are true community mentors.

The United Way continues to plan local investments around the three key pillars of the national United Way movement. All that Kids can be, From Poverty to Possibility and Healthy People, Strong Communities. As always these investments can only be built on the hard work of the many community partners, agencies, volunteers and of course generous donors. Each has a drive to help and guide their community to a true success for all. Although many wish to stay nameless, and there are often far too many to name, in this report, but they are certainly not unrecognized. To each and every one of you, thank you.

Together we can strive for a better life for all.

Darren Lole

President
Board of Directors


"To know even one life has breathed easier because you have lived. This is to have succeeded."


Ralph Waldo Emerson




Give.

Thanks to the kindness of our donors and commitment from thousands of volunteers, \$550,000 was available for distribution in 2014. Campaign highlights:


 2 workplace employee-giving campaigns reached Top Contributor status raising more than \$26,000 each.


 4 new employee giving campaigns came on board raising an additional \$21,000 for United Way.


 The 2014 our Leadership Donors giving more than \$1,000 per year totaled 76 individuals in more than 60 different workplaces raising \$17,000.

Volunteer.

Thanks to our volunteers for their passion, hard work and energy. Volunteers help United Way save more than \$100 thousand annually in salaries and contribute over four hundred thousand hours a year to United Way and our associated agencies. Here's what some of our volunteers did in 2014:


 1600+ hours of volunteer time at our Christmas Gift Wrapping booth.


 240 assorted volunteers throughout the year assisting with events, auctions, Golf Tournaments, Sorting Tools For School, delivering Toys at Christmas, Coats for Kids and serving on numerous committees.

 89 Employee campaign chairs ran fundraising campaigns within their workplaces.

Act.

We can change lives by people taking action. By funding research, investing in local programs, and advocating for those in need, people's lives are better and communities are stronger. Here's what we accomplished:

 People living in poverty are more likely to require greater medical services due to chronic health concerns. They are more likely to have lower levels of education and literacy, resulting in fewer opportunities for them. These challenges can lead to desperation and, in the most difficult of situations, lead to criminal activity and risky behaviors, which adds further pressure and costs to our justice and social service systems.

 Housing First is the program we adopted in this community to end homelessness. United way has been at the table for 12 years. Now on the steering committee to end homelessness we are seeing great improvements. But 672 people have been brought out of homelessness since the city adopted the Housing First strategy five years ago — including 220 children — according to the Medicine Hat Community Housing Society, which is overseeing the program.

The Costs of Poverty

The cost of poverty is a wake-up call, with \$7.1 - \$9.5 billion being spent each year in Alberta.

Health Care Costs
\$1.2 Billion

Costs Attributable to Crime
\$560 Million

Opportunity Costs
\$4.8 - \$7.2 Billion

Intergenerational Costs
\$473-\$591 Million



TOTAL COST \$7.1 - \$9.5 Billion

As Albertans and taxpayers, each one of us is contributing between \$2,700 and \$3,600 per year to make little, if any progress toward actually eradicating the problem.

The system our society has in place is designed to alleviate the impacts of poverty. But it's a system that comes at an extreme cost from both economic and social perspectives.

INDIVIDUAL GIFTS

LEADING THE WAY (\$1,000-\$2,499)

Residential Anonymous (3)
Professionals Bromwich & Smith Inc.
Anonymous (1)

PATRON (\$5,000-\$9,999)

Gerald & Elaine Freedman

CORPORATE GIFTS

LEADING THE WAY (\$1,000-\$2,499)

Big M Ford	Canadian Western Bank	Century Vallen
Future Shop	Pepsico	River Dental
Servus Credit Union	Sunlife	Target Canada

PIONEER (\$2,500-\$4,999)

ATB Financial	Bank of Montreal	Burnco
Brock Canada	Cancarb	Canadian Natural Resources Ltd.
Scotia Bank	Spectra Energy	Suncor Energy
TD Bank	TransCanada	

PATRON (\$5,000-\$9,999)

Baker Hughes	CIBC
Lacey Construction	Cal Frac
Pembina Empress Gas Plant	Costco
Goodyear	

PATHFINDER (\$10,000-\$24,999)

RBC Branches and RBC Dominion Securities
Ensign Energy

BENEFACTOR (\$25,000 +)

CF Industries

LEADERSHIP GIVING

WORKPLACE CAMPAIGNS

LEADING THE WAY (\$1,000-\$2,499)

Alberta Health Services

Anonymous (1)

Bank of Montreal

Jessica Boyd
Sean Chapman
Jamie Droeske

EBT Chartered Accountants

Jason Hieb
Anonymous (1)

Ashley Furniture

Garth Huband

Brock Canada (Steeplejack)

Richard Robertson
Dustin Hughson

Burns Valkenburg & Associates

Anonymous (1)

Enterprise Rent-A-Car

Anonymous (1)

Cancarb Limited

Madeline / Ross Buchholz
Randy & Sharlene LeClair
Anonymous (3)

Cal Frac

Anonymous (2)

CF Industries

Bruce Tonin
Anonymous (10)

CFB Suffield

Anonymous (2)

City of Medicine Hat

Tory Coombs
Anonymous (2)

Costco

Anonymous (1)

Burnco

Scott Burns

RBC Securities

Anonymous (1)

TD Canada Trust

Kyle Turner
Debra L Brandt

United Way is TARGET Canada's Charities' of Choice nationally. Locally Target has already donated \$2,000 to United Way and the Employees were always looking for ways to get more engaged in their community. United Way had assisted them with that endeavor! Thank you Management and staff of Target Canada, you will be missed!



Change Starts Here.

\$551,483.00

United Way is the largest non-government funder of health and social services in South Eastern Alberta.

We made real changes in 2014 with a total amount payable to local programs of \$551,483.00. Your donation has been hard at work; funding programs and with larger grants than before.

Change Starts with You!

United Way alone can't prevent child poverty, bullying, and senior isolation. Prevention isn't an overnight fix. We use our collective strength to change people's lives for the better. Our partners include:



Working Together.

It takes a community working together at all levels to make change.



2013/2014 Specialized Child Care Program - \$34,161

Medicine Hat's Women Shelter

The United Way funding provides specialized childcare for children ages 0 – 14 while their mothers participate in case management activities designed to help them recover from family violence and re-establish themselves safely in the community.



Start up funding for the DVIT Program - \$40,000

Brooks Women's Shelter

Domestic Violence Intervention Team (DVIT) is referral program developed with the RCMP who will meet with the family and assess danger, abuse and establish safety plans. Once Referrals are made, members of the team become case managers communicating with other service organizations. Outreach and other support services are offered to victims and abusers in attempts to address family violence from a family perspective.



\$14,757 Annually for Rehabilitation Services

Brain Injury Relearning Services

Brain Injury Relearning Services was designed to improve the quality of life for individuals who have sustained a brain injury by rehabilitating, supporting and facilitating re-integration into the community.



Grants total \$20,000 over the past 5 years

Girl Guides of Canada

United Way funds help to support volunteer training for, and delivery of, leadership development programming and opportunities for young girls and young women in South Eastern Alberta that help develop life skills, promote good work ethics, encourage understanding of cultural differences and lifestyles, strengthen individual character and leadership abilities. Guiding is open to all females aged 5 and up.



 **40,000 for 2013/2014 Grants**

Medicine Hat John Howard Society

The Restorative Justice Project is a collaborative, community-based initiative that provides opportunity for accountable and satisfactory resolution between young persons who have caused harm, the victim(s), and the broader community who have been impacted by the offending behavior.

 JohnHoward

 **\$20,000 to fund two programs annually**

Medicine Hat Family Service



Counselling Subsidy

Counselling helps individuals, couples and families develop effective communication skills in order to address family issues. Counselling services include marriage, grief and loss, emotional, men's and women's issues, family transition counselling, communication, parent/child issues, stress related issues, family violence counselling,

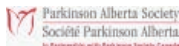
Kids in the Middle Program

Affectionately referred to as Kim by the children, is an 8 week program for children between 8-12 years of age whose parents are experiencing separation or divorce. The topics include the loss of the nuclear family, divided loyalties, step families, dealing with the feelings of divorce and positive coping skills.

 **15,000 in grants since their first request 3 years ago**

Parkinson Alberta

United Way provides funding to Parkinson Alberta to offer services to target groups. These groups include seniors, young onset and families affected by this chronic brain disease.



 **\$27,000 in grants for 2013/2014 subsidies**

Brooks Life Talk Counselling Services

Provides sound therapeutic counsel based on both psychological and spiritual needs to facilitate personal well-being. Emotional issues dealt with include depression, self-worth, addiction, grief and more.



 **\$29,178 for two programs for 2013/2014**


S.E. Alberta Safety Alliance Society

This Program teaches kids safety on location and in schools up to grade six. Programs include winter, home, bike, pedestrian, and other safety programs.



Ready to Ride

Ready to Ride is one of the most popular and longest running programs with SEASAS. The intent of the program is to convey the importance of wearing a helmet, create awareness of brain injuries and the importance of preventing them and following traffic safety rules/laws when riding a bicycle.

 **\$58,931 in 2014 to fund all four programs necessary for Children to be all that they can be**

Big Brothers & Big Sisters

Big Brothers/Big Sisters establishes and fosters mentoring friendships by uniting children with adults who are a positive role model in order to enhance the child's personal growth. United Way funding is used for Go Girl, Game On, Team Mentoring and in School Mentoring Programs. All of these programs are delivered through schools who help select children who would benefit the most from a mentoring relationship.



 **\$15,250 for the 2013/2014 Fresh Dairy Program**

Brooks Food Bank Foundation

United Way funding provides up to 4 litres of fresh milk for children and 1 litre of fresh milk per adult. The focus of the fresh milk program is to assist the needs of children and pregnant women first.



 **\$37,817 to the Food Bank for lunches for 2014!**

Medicine Hat Food Bank

Medicine Hat Brown Bag Program

The cost is approximately \$1.00 per lunch. A lunch consists of pea butter (allergy free) and jam or meat and cheese sandwich, fresh fruit, granola bar or other snack. Also included is a fresh vegetable pack with every lunch.



 **\$10,000 (Newest Grant)**

Ashton's Youth Center in Brooks

The center has been able to offer many programs due to the funding provided by the United Way. Every Tuesday is Foodie Tuesday where youth have an opportunity to learn culinary skills as well as learning the value of nutrition. Homework help and computer skills have been available to all youth continue to access this service.



 **\$11,000 2013/2014**

Santa Claus Fund Vitality Packs

For 2 years we have provided funding for vitality packs for Youth at Christmas Time. The vitality packs are filled with personal hygiene items including a new toothbrush, and tooth paste, shampoo, body wash and other items.



Additional Funding for Community events programs and services that identify a specific need or gap.

United Way assists with community initiatives to enhance the community for everyone. For a community to be truly great, it must be great for everyone.

 **\$500 Sponsorship**

Leaders of Tomorrow

This annual Sponsorship is used to recognize Youth Leadership in volunteerism in our community.



 **\$25,000 Early Childhood Development**



United Way Success by 6

United Way initiative provide Funding to community programs that deal with Early Childhood Development. The program is meant to assist children reach their full potential for grade one readiness.

 **Additional \$10,000 Assistance**

Medicine Hat's Women Shelter

An additional \$10,000 was given to the Medicine Hat Women's Shelter to further support those women who had suffered excessive losses due to flooding. We were able to help the agency recover from some of the financial hardship due to the flood.



 **\$20,000 to 2014 for Flood Preparedness Kits**

Canadian Red Cross Society

United Way granted \$20,000 in partnership with Red Cross to educate people and families about emergency preparedness. Kits were filled with these items including water jug, flash light, batteries, can-opener, resource information and other items to equip families for up to 3 days in the event of an emergency.



Christmas is for Kids Toy Drive

Southland Volkswagen along with partners, friends, suppliers and other caring community members raised toys for Christmas! United Way receives referrals for families in need. Some families may have missed the Santa Claus Fund or the Salvation Army cutoffs, so United Way is there to further help, often receiving referrals from all of our other agencies, as well as the Medicine Hat Police Service. Toys are distributed with grocery gift cards for the parents. Christmas can easily be transformed from a sad day to a joyous occasion and we thank Southland Volkswagen management and staff for their help!



\$20,000 Grant for Elm Street School

United Way of South Eastern Alberta is happy to announce that we will be assisting Elm Street School with the rebuild after their Green House was recently destroyed. United Way is providing a grant of \$20,000 to support the immediate rebuild of this great community project.

The United Way of South Eastern Alberta believes that the Green House offers an excellent program for elementary aged school children to learn about growing their own healthy food and gives students an opportunity to enhance food security. The vegetables that are grown by the students will be used in the schools daily nutrition program as well as for home food support.

United Way's three key strategies for creating lasting change in our community are "From Poverty to Possibility," "All that Kids can Be" and "Healthy People, Strong Communities" This project aligns the United Way goals with a combination of all three strategies making it a very attractive component for United Way funding.

"We are thrilled to have the support of the United Way. With their partnership we are able to provide our students with an innovative learning opportunity that helps solve a community problem. We are deeply grateful for their involvement. Thank you." - Reagan Weeks, Elm Street School Principal



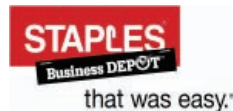
You are Changing Lives.

enerPLUS



Tools for School, in its 12th year, provides a backpack full of school supplies for children and families. United Way's partners - **Enerplus**, **Staples** and **Southland Volkswagen** provide support so that less fortunate children can return back to school each September with an equal advantage. We believe this is not only a supply program but also serves a great deal towards children's self-esteem.

524 Backpacks full of supplies were distributed to children in grades K-12 and a few college students too.



Thermometer Comes Down



Fall of 2014 marks the end of an era for United Way of South Eastern Alberta with the removal of the Huge Thermometer from the Medicine Hat Mall location. Marking our Annual Campaign results our thermometer was a trusted friend and icon for more than 40 years in Medicine Hat.



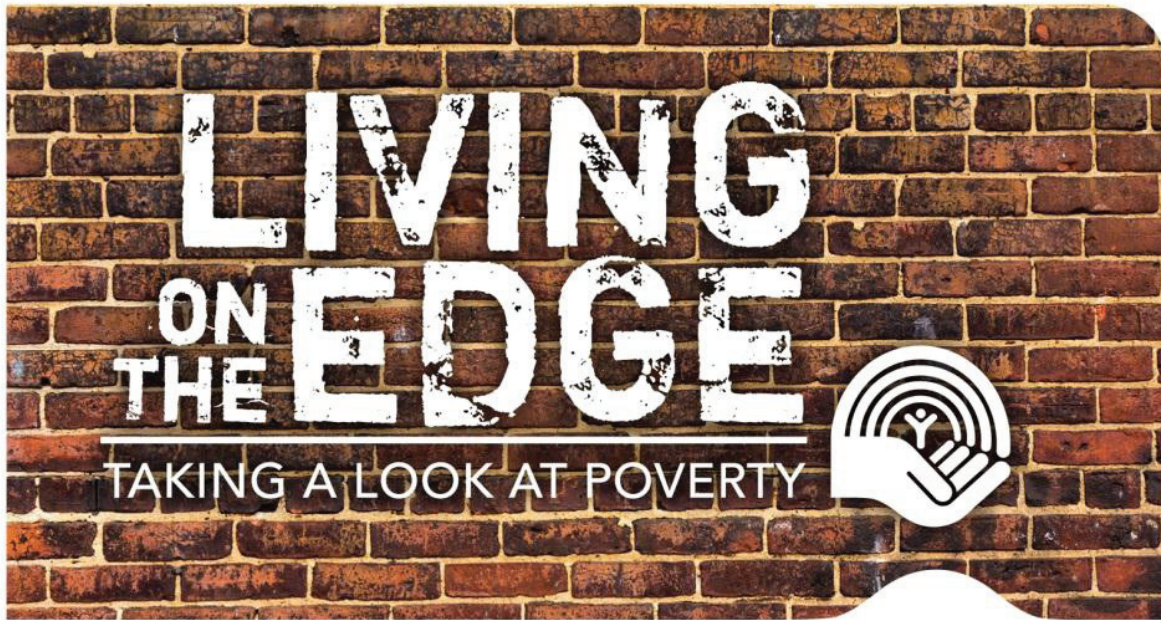
No problem is easy to solve. This is how we use our collective strength to change people's lives.

Coats for Kids

First ever **Coats for Kids Campaign** was a huge success. Alberta's cold winters are no challenge for our local families in need. Southland Kia comes to the rescue in a big way. Brand new coats, jackets, ski pants, toques and mittens saved the day! United Way distributed the items with help from the Salvation Army resource coordinator.

SOUTHLAND KIA





The **“Living on the Edge”** poverty simulation experience is a large group engagement opportunity for a minimum of 30 (max. 80) participants and for 18 enthusiastic volunteers who take on various roles as community resource staff. The simulation is designed to help participants begin to understand what it might be like to live in a typical low-income family trying to survive from day-to-day. Something that 7414 residents of Medicine Hat know all too well. The simulation consists of four 15 minute weeks (one month). Participants are assigned a role as a family member and are required to complete daily activities using resources set up around the room. After the month is over the facilitator will conduct a debrief session and invite participants to discuss their experience. The simulation closes with information on poverty in Medicine Hat. If you would like to host a Poverty Simulation for your organization or business, please contact the United Way.



When you invest in your community through United Way, you're joining tens of thousands of others, supporting strategies, partnerships, and programs that are changing lives for the better on a scale that simply wouldn't be possible without you.

Through our Donor's Choice program United Way further supported these great charities for an additional ...

\$55,586.00

DESIGNATED GIFTS

Local Charities within SE Alberta

Big Brothers Big Sisters	\$ 1544.00
CFB Suffield Military Family Resource	\$ 78.00
CNIB	\$ 250.00
Canadian Red Cross	\$ 250.00
Friends of Medalta	\$ 650.00
Girl Guides	\$ 250.00
MH Family YMCA	\$ 325.00
Parkinson Alberta Society	\$ 570.00
Parkinson Alberta Society	\$ 260.00
Salvation Army Family Shelter	\$ 1960.00
Scouts Canada	\$ 260.00
SPCA Medicine Hat	\$ 9070.00
Medicine Hat College	\$ 1000.00
Medicine Hat Community Foundation	\$ 500.00
Med Hat & District Food Bank	\$ 1271.00
Medicine Hat Hospital Palliative Care	\$ 100.00
MH Women's Shelter/Phoenix Safe House	\$ 8692.00
Nehemiah Construction Ministries	\$ 500.00
Prairie Gleaners Society	\$ 400.00

Other Registered Charities in Canada

Alberta Cancer Foundation	\$ 1040.00
Alberta Children's Hospital	\$ 806.00
Alberta Knights of Columbus	\$ 500.00
Alzheimer Society of Canada	\$ 260.00
Anglican Military Ordinate	\$ 1000.00
Bow Island Mennonite Church	\$ 4730.00
Canadian Cancer Society	\$ 2256.00
Canadian Diabetes	\$ 426.00
The Kidney Foundation	\$ 100.00
Canadian Mental Health (Alberta)	\$ 240.00
CARO (Canadians Reaching Out)	\$ 1344.00
Children's Wish Foundation	\$ 2850.00
Habitat for Humanity	\$ 260.000
Heart and Stroke Foundation of Alberta	\$ 2170.000
Leukimia & Lymphoma Society	\$ 1144.00
Multiple Sclerosis Society	\$ 230.00
Ronald McDonald House	\$ 120.00
Royal Regiment Canadian Artillery	\$ 120.00
Save Our Souls	\$ 360.00
STARS	\$ 500.00
SE Alberta Medic Air-HALO	\$ 2198.00
War Amps	\$ 170.00
Alzheimer's Foundation of Caregiving	\$ 260.00
Breakfast for Learning	\$ 260.00
Children's Hospital -Saskatoon	\$ 900.00
Sask. 4H Council	\$ 400.00
Valour Place Society	\$ 120.00
Wellspring Calgary	\$ 100.00



\$67,000 Raised for United Way



CFL Alumni and local golfers teed off at the Medicine Hat Golf and Country Club on Friday May 23rd for the 16th Annual fundraiser in support of a network of local programs and services supported by United Way of South Eastern Alberta. Sobeys' smokies grilled to perfection, M&M's pineapple & chicken kebabs, samplings from Local pub and Eatery, Earl's delicious Tandoori Chicken skewers, all added to a good day of golf with our celebrities.



SERVUS Credit Union was the Event Sponsor joined by over 30 local business sponsors to make this a great success in raising money for those needing a helping hand in our local communities. Holly Stadnicki, the United Way Executive Director thanks Servus Credit Union, and gives credit to the generous businesses, players, the CFL Alumni and many volunteers for another great Tournament.

The tournament begins Thursday evening with mixer for all sponsors and registered golfers so that they could meet some of their CFL Legends! Pengrowth sponsored the evening and a good time was had by all.



The 160 golfers finished the day with a great banquet thanks to Hranco, which was complete with a silent auction. Victoria Lodon, the Tournament Chair was ecstatic that they raised over \$67,000 for the highest amount ever!



Invest & Strengthen:

We invest in and work with more than 33 programs in our communities to strengthen the community and create lasting change.



Collaborate:

We work together and tackle key social issues and underlying causes that affect our community.



\$91,710.00 !!



Joan Brown, Vince Cowley, Marie Munro & Matthew Stroh of CF Industries present Melissa Fandrick, United Way's Community Investment Coordinator with this cheque for \$91,710.00 representing CF Industries' 2014 Employee Giving Campaign. This is the largest contribution for workplace giving in Medicine Hat. Way to Go CF Industries! The Employees raised the funds by donations made through their payroll each month. CF Industries matched the employees dollar for dollar for this fantastic outcome!

These funds will go a long way to make change happen in SE Alberta.
Thank CF Employees. **Change Starts With You!**

CF Industries UW Campaign Committee missing from photo:

- | | | |
|-------------------|--------------------|----------------------------|
| - Sharon Sept | - Kyle Kanewischer | - Gene Campbell |
| - Dean Greenstein | - Amir Omerovic | - Travis Sannachan |
| - Jeff Thompson | - Jason Earle | - Matthew (Tookie) McArady |



Research:

We fund research that evaluates gaps in services in our local community and take action to fill the gaps.



Advocate:

We mobilize and raise our collective voice to help prevent social problems affecting our communities.



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