



United Way
Alberta Northwest

ANNUAL REPORT

2022

MESSAGE FROM BOARD CHAIR & EXECUTIVE DIRECTOR

We acknowledge the homeland of the many diverse First Nations and Métis people whose ancestors have walked this land since time immemorial.

We are pleased to share our 2022 annual report with you.

Since 1974, we have been working to improve the lives of everyone in the region, especially those most vulnerable. We continue to aid our neighbours and work toward building a stronger community for the future.

Our United Way looks at the big picture to deliver a coordinated network of services and programs addressing a range of needs for individuals and families who are struggling. By bringing together supporters, partners, and strategies, we are mobilizing collective action to create pathways out of poverty.

2022 was an engaging time with many changes and updates. The Board worked on setting a new 3-year strategic plan, creating and changing committees, and involving new community members. The recent challenges affecting our region, and our province have caused some interesting shifts in the balance between raising funds and meeting the needs. People (including businesses) have less time and money to give, while residents are seriously affected by job loss, rising inflation, and food insecurity. While we struggled to meet our goal, more and more vulnerable people expressed a need for help. We, along with our social sector, stretched and fought for every dollar to continue to make our amazing region stronger.

The good news is that we have heard and seen the work of our social sector and they are performing miracles with few resources and limited staff members. These agencies continue to make amazing progress toward ending homelessness, poverty, and abuse while strengthening families and building stronger communities. Imagine if we could meet all their funding asks to provide individuals and families with sustainable support and services! We would be living in a region with progressive and effective solutions – where everyone has the chance to reach their full potential.

2022 also brought leadership and staffing changes. We welcomed 4 new Board members and said goodbye to Candice Triembacher and Chuk' Dmiri. We also sadly said goodbye to a long-time Board member from Slave Lake, Gail Ungstad as she lost her battle with cancer.

Highlights of 2022:

- Allocations of \$161,109
- Supported 18 charities
- Since 2017, we have allocated \$2,313,495 to our region
- Free period products and dispensers in 28 schools regionally
- 975 backpacks filled for Tools for School
- Presented 10 Queen Elizabeth II Platinum Jubilee Medals

We are very grateful for the contributions of our community members, businesses, and industries who continue to support United Way's mission. We are proud of the impact, but most importantly recognize the significance of the work that community service organizations are doing. Big and small, urban and rural, all areas of our charitable sector are strengthening our social fabric and improving lives.



TRACY ZUK
EXECUTIVE DIRECTOR

A handwritten signature in black ink, appearing to read 'Tracy Zuk'.



LES RIEWE
2022-2023 BOARD CHAIR

A handwritten signature in blue ink, appearing to read 'Les Riewe'.

Corporate Leaders

Alliance Pipeline
 AltaGas
 ATCO Electric
 Baron Oilfield Supply
 BMO Bank of Montreal
 BMO Nesbitt Burns
 Bootlegger
 CDN Controls Ltd.
 Canada Life
 Canfor
 CIBC
 Costco
 County of Grande Prairie No. 1
 Dynamud Logistics Services Inc.
 Farm Business Consultants (FBC)
 Fletcher Mudryk LLP
 G & R Insulating
 Grande Prairie Chrysler
 International Paper
 Kaidak Energy Services
 Keyera Energy
 New Horizon Co-operative
 Northwestern Alberta Foundation
 Pembina Pipeline Corporation
 RBC Foundation
 Saddle Hills County
 Servus Credit Union
 Staples
 Sunrise Rotary Club
 Swan City Rotary Club
 Syndicated Psychological
 T.N.T Well Services
 TD Canada Trust
 Technip FMC
 Tidewater Midstream & Infrastructure
 Tourmaline Oil Corp
 Tu Casa Group

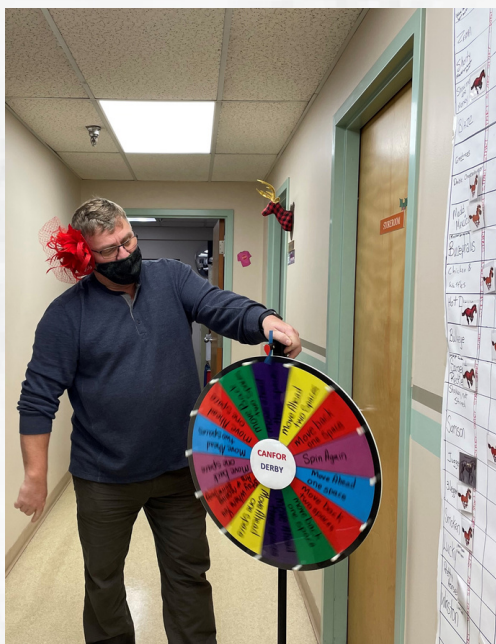


The 2022 Campaign faced challenges as the economy continued its slow recovery, and some organizations we had strong partnerships no longer have operations within our region or they have decreased operations.

Despite these challenges, so many of our supporters stepped up as they always do to support our campaign. While our campaign was down, we saw many positives this year. Our workplace engagements increased, Giving Tuesday was a success, and made optimistic changes within our organization.

We appreciate our donors, sponsors, and volunteers who continue to support our important work in our region.

A leadership level of \$1,200 or more has fueled our work and helped ensure a stable funding source is available to support essential community programs.



Individual Leaders

Crystal Bates
 Fletcher Bootle
 Erin Branden
 Heather Brekkas
 David Callan
 Daniel Doucette
 John Dunn
 Brenda Freeson
 Schuyler Hyndman
 Jodie Johnson
 Jeff Keddie
 Matthew Lavis
 Victor Lessard
 Darryl Lindballe

Pete Merlo
 Joan Nellis
 Amery Pudwell
 Candace Retzlaff
 Les Riewe
 Hannah Schermerhorn
 Raymond Seabrooke
 Jamie Thibault
 Gail Ungstad
 Jasmine Verge
 Trent Waughtal
 Mike Wright

HOW WE MAKE AN IMPACT

"We've been in business for almost 45 years and for most of them, if not all of them, we have been donating to the United Way. The United Way has a long history of supporting a large range of community services and programs over the years. This helps our donated dollars have a farther reach into the community and makes sure the funding goes where it is needed the most, at the current time, to lift people up."

Dawn Marie Crouse
Crouse's Cleaners

United Way mobilizes the power of caring communities to address the most complex social issues, 365 days per year. Our organization creates lasting social change through three pillars; All That Kids Can Be, From Poverty to Possibility, and Healthy People, Strong Communities. These pillars serve as the foundation for every initiative and decision the organization undertakes.

Opportunities to take action are strategically assessed against their ability to achieve the outcomes in these focus areas. We then look at each opportunity and determine which of our tools to use in order to tackle the tough problems:

- **Advocacy:** We develop relationships with key stakeholders and government officials to advocate for change and action on social issues impacting our communities.
- **Research and Evaluation:** We conduct and support a breadth of research and data analysis that helps us understand and address the diverse challenges in our communities.
- **Convening:** We bring together diverse groups of stakeholders to coordinate our efforts in order to solve social problems.
- **Investment:** We engage community experts and volunteers to evaluate and make recommendations to fund programs, services, collaborations, and initiatives that result in measurable, lasting change, aligned with our priorities.
- **Resource Development:** We raise money, recruit volunteers, secure resources, attain expertise, and build powerful partnerships with individual donors, businesses, and other organizations—all to support initiatives that will lead to the betterment of our communities.

2022 United Way Funded Partners



Your donation to the United Way is the single best way to help the most in our community.



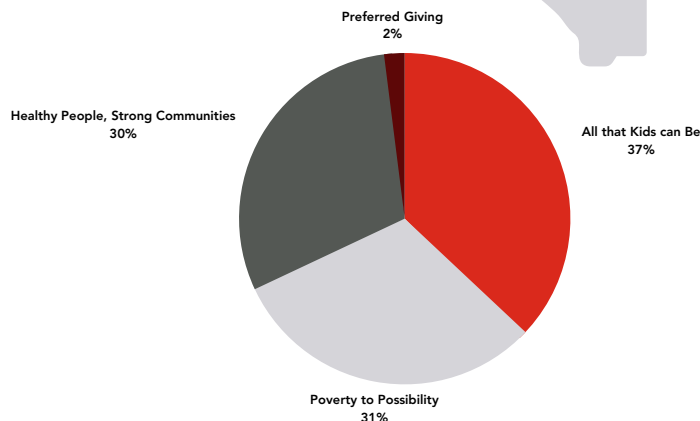
United Way funding helped feed 6,101 people in need



In 2021/22 Tabano Centre students attended for 2443 hours over 135 program days

- Beaverlodge FCSS
- Bezanson Agricultural Society
- Central Peace FCSS
- Centre for Creative Arts
- Cool Aid Society
- GP Council for Lifelong Learning
- GP Council on Aging - Meals on Wheels
- GP Council on Aging - Senior Outreach
- GP Family Education Society
- GP Friendship Centre
- GPPSD Education Foundation
- High Prairie & District Children's Resource Council
- John Howard Society
- Peace Wapiti School Division
- Spinal Cord Association
- Stepping Stones Daycare Society
- United for Literacy
- Valleyview Victims Assistance

Your donation always stays LOCAL



United Way
Alberta Northwest

Life can be hard. Finding help is easy.



Albertans connected with 211 nearly

350,000 times



93,800+
Calls



5,000+
Chats



2,800+
Texts



247,600+
Website
Visits



211 Alberta launched
province-wide in
late June 2020

18,000

Senior-Related Contacts

10,300+

Child-Related Contacts

3,700+

Domestic Violence Risk
Related Contacts

2,600+

Suicide-Risk Related
Contacts

211: Help Starts Here – An Initiative of the United Way

211 is an essential service that helps Albertans find the right resource or service for whatever issue they need help with, at the right time. 211 is available 24/7 by phone, text, and chat. The service is free, confidential, and available in over 170 languages over the phone throughout Canada.

The vision for 211 Alberta is to have a comprehensive Information and referral system that is accessible to all Albertans.

What this means for individuals – or their family members, neighbours, friends, and colleagues — who are looking for help, is that 211 is a number they know and trust to provide effective, timely, and appropriate information and referrals to community resources.

For community and government agencies, 211 facilitates the effectiveness of front-line delivery of community services, links current and available supports to front-line service providers, and facilitates direct interface with clients.

WHO CONTACTED 211

AGE	
0-17	<1%
18-64	86%
65+	18%



GENDER	
Female	63%
Male	37%
Non-Binary	<1%



* These represent those contacts who self-identified their age and gender.



United Way
Alberta Northwest

Dial 2-1-1

Text INFO to 211

Live chat <https://ab.211.ca>





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Alberta Northwest
unitedwayabnw.org



TOOLS 4 SCHOOL

UNITED WAY ALBERTA NORTHWEST

1 IN 5 CHILDREN LIVE IN POVERTY

Our Tools for School program is a community initiative intended to make sure that all students receive the educational supplies that they need for success in their classroom.

United Way's Tools for School aims to reduce one known obstacle which prevents children and youth from successful learning and participation in school. Through the support of our community donors and corporate partners, we continue to meet the needs of children and youth in our community.

If you would like to donate or learn more about the Tools for School program, please email Communications@Unitedwayabnw.org

2022 STATS

975
BACKPACKS
PROVIDED

IN 32
COMMUNITIES





In 2021, United Way Alberta Northwest made a commitment to provide barrier-free access to menstruation products for any student in need.

Period poverty is much more common in our community than you would think. Half of all people who menstruate say that they have struggled to purchase products for themselves at some time in their life, and more than a quarter have gone through a period without having any products to support them.

United Way Alberta Northwest is proud to report that to date, we have product dispensers in a total of 28 schools; 9 locally and 19 across our region - 30 product dispensers all together for the students in our community.

Together we can break the cycle of period poverty.

What is Period Poverty?

Period poverty is when a person cannot afford period products, causing them to resort to alternate means to manage their periods.

55% *Of Students* say they have missed or avoided school because of menstruation

68% *Of Students* say they feel their period prevents them from full participation in activities





HELPING KIDS BE ALL THAT THEY CAN BE

At United Way, we believe that children deserve a chance to flourish and reach their full potential. Our commitment to the pillar of "Helping Kids Be All That They Can Be" drives our efforts to create a brighter future for the young minds in our communities.

United Way's relentless efforts in helping kids be all that they can be have resulted in countless success stories. We have witnessed children overcoming educational barriers, improving their grades, and gaining access to higher education.

Our programs have provided essential healthcare services to children, ensuring their well-being and promoting a healthy lifestyle. Moreover, through mentorship and extracurricular activities, we have witnessed children discovering their passions, building resilience, and embracing their full potential.

None of our achievements would be possible without the invaluable support of our donors, corporate partners, volunteers, and community advocates. Their commitment to our cause has empowered us to make a lasting impact on the lives of countless children.

United Way Alberta Northwest remains steadfast in our commitment to the growth, well-being, and success of all the youth in our region.

\$61,500

**DOLLARS ALLOCATED TO PROGRAMS
HELPING OUR YOUTH SUCCEED
IN 2022**



EDUCATION
FOUNDATION
GRANDE PRAIRIE PUBLIC SCHOOL DIVISION

HELPING KIDS BE ALL THEY CAN BE

Your Donation at Work -
GPPSD Education Foundation

Since 1991, the Grande Prairie Public School Division Education Foundation has tirelessly worked towards enhancing educational opportunities for students; designed to provide resources that cannot be funded through government allocations.

The Educational Psych Assessment program supports secondary students with developmental disabilities; identified to benefit from professional development support services once outside of high school, considerations, and learning accommodations through their transition to post-secondary education. These in-depth evaluations and assessments are aimed to equip educators with the knowledge and insights needed to tailor instructional strategies, accommodations, and interventions to meet the diverse needs of their students.

“
We are so grateful to have had the opportunity to have our daughter tested as a family that couldn't have afforded it otherwise it's such a relief to be able to know what's going on with her and to be able to give her the best educational support moving forward.
”

Through this initiative, we have witnessed firsthand the transformative power of individualized support and targeted interventions. Assessments done with the GPPSD Education Foundation identify and address learning difficulties but also empower students with a better understanding of their own abilities and strengths. Armed with this knowledge, they gained newfound confidence and a sense of self-worth, enabling them to navigate their educational paths with resilience and determination.



FROM POVERTY TO POSSIBILITY

From "Poverty to Possibility" programs are paving the way for the development and implementation of transformative programs designed to break the cycle of poverty.

To ensure the most effective use of resources and measure our impact, we have embraced data-driven decision making. Through comprehensive research, rigorous evaluation, and data analysis, we have gained valuable insights into the root causes of poverty and identified evidence-based strategies for intervention. This approach has allowed us to allocate resources strategically, while continuously improving outcomes.

We recognize the importance of engaging and mobilizing communities to create lasting change. Through advocacy efforts, community forums, and awareness campaigns, we have encouraged dialogue, increased public awareness, and driven policy changes that address systemic barriers to poverty reduction.

Empowering individuals to become agents of change within their communities, while fostering a sense of collective responsibility and a shared commitment to creating a more inclusive and equitable society.

\$43,000

**DOLLARS ALLOCATED TO PROGRAMS
HELPING MOVE PEOPLE FROM POVERTY
TO POSSIBILITY IN 2022**

FROM POVERTY TO POSSIBILITY

Your Donation at Work - Meals on Wheels



Since 1972, volunteers have literally been the 'driving' force behind the community non-profit, Meals on Wheels, delivering hot, tasty meals to clients who, due to illness, injury, or mobility issues are unable to cook themselves.

From Monday to Friday, these volunteers contribute their time and the use of their vehicles to meet the nutritional needs of some of Grande Prairie's most vulnerable citizens.

United Way funding plays a pivotal role in sustaining the Meals on Wheels program. By investing in this vital initiative, we are able to address food insecurity, promoting healthy aging, while fostering social connections within our community.

Offering not only nutritious meals, volunteers also do wellness checks, and friendly visits, while offering a sense of companionship to seniors. By prioritizing healthy aging, the community collaboration between the United Way and Meals on Wheels fosters independence and enhances the quality of life for our older residents.

The epitome of 'social prescribing' there is a noticeable impact on both mental and physical health for Meals on Wheels clients.

"I have always believed in helping the community where we live. Together we are all responsible to improve our lives and the lives of others. United Way ensures our donations are used for the most impact to help those most in need."

Gordon Provencher





HEALTHY PEOPLE, STRONG COMMUNITIES

"Healthy People, Strong Communities" is a foundational element, instrumental in guiding our efforts to create positive and lasting change in the communities we serve.

At the core of our mission is the belief that healthy individuals are the building blocks of thriving communities.

We have supported a wide range of programs and initiatives aimed at promoting physical, mental, and emotional well-being.

Recognizing the interconnectedness of health and social equity, we have prioritized initiatives that promote inclusivity and address systemic disparities. Through targeted investments and strategic partnerships, we have focused on improving access to healthcare services, nutrition, and wellness programs for underserved populations.

Our commitment to equity has driven us to listen to the voices of marginalized communities, understand their unique challenges, and work collaboratively to create solutions that ensure equal opportunities for all.

United Way Alberta Northwest will continue to adapt to emerging needs, curate innovation, and seek sustainable solutions that address the evolving health challenges faced by our communities. By building upon our successes and staying true to our mission, we are confident in our ability to create lasting positive change and inspire a healthier, more equitable world.

\$53,000

**DOLLARS ALLOCATED TO PROGRAMS
FOCUSED ON BUILDING STRONG AND
HEALTHY COMMUNITIES**

HAPI PROGRAM

Your Donation at Work- The Centre for Creative Arts



THE CENTRE FOR CREATIVE ARTS

HAPI, which stands for Healing Arts Program Initiative, is a transformative program that recognizes the profound connection between creativity and healing. HAPI has been instrumental in empowering individuals to explore their creative potential, fostering personal growth, and promoting overall well-being.



The knowledge I have received and acquired in acrylic painting and watercolor painting is immeasurable. Without access to seniors, classes many people would not benefit from the opportunity to continue further learning - Bridgette

This past year over 1300 people have had a chance to try pottery, soapstone carving, painting, drawing, sculpture, and crafts through HAPI.

Some of our HAPI artists have become our most active volunteers, allowing them a great opportunity to share their talent and give back to the community.



Through the transformative power of creativity, HAPI has provided a sanctuary for healing, growth, and self-discovery. As we move forward, HAPI remains committed to its mission of empowering individuals, fostering community, and spreading the healing touch of creativity. Together, we continue to embrace the HAPI spirit and unlock the limitless potential within us all.



FINANCIAL HIGHLIGHTS

Our financial statements are in accordance with Canadian Accounting Standards for not-for-profit organizations and are annually audited by MNP.

REVENUES

Donations	\$313,897.00
Special Events	\$84,690.00
Interest Income	\$3,696.00
Pledge Income (Loss)	(\$23,114.00)
Total Revenue	\$379,169.00

EXPENDITURES

Donations to other Charities	\$212,373.00
Salaries and Benefits *	\$165,906.00
Professional Fees	\$20,858.00
Overhead *	\$46,140.00
Advertising	\$9,171.00
Travel/Training	\$1,094.00
Total Expenses	\$455,542.00

Deficiency of Revenue over Expenses **(\$76,373.00)**

*Covers direct program costs, like Tools for School, Period Promise, and allocations.



United Way
Alberta Northwest
unitedwayabnw.org

2022-2023 Board of Directors



From left to right; Les Riewe - Board Chair, Darin Konelsky - Vice Chair, Jan Nutting - Treasurer, Tyler Schmidt - Past Chair, Craig Ruether, Dylan Bressey, Amber McGuinness, Anna Obrochta, Tamara Wuttunee-Campbell, Danielle Commandeur, Ashley Rowney, Ray Seabrooke, Spencer Merlo, Tracy Zuk - Executive Director, Nikki Thompson - Communications, Harpriya Sandhu - Accounts