



**United Way**  
Fort McMurray  
and Wood Buffalo



2023  
Annual  
REPORT



United Way Fort McMurray and Wood Buffalo is a Living Wage Employer in the Province of Alberta. This means we are committed to paying our employees a living wage that allows them to meet their basic needs and participate in their communities. A living wage is different from minimum wage in that minimum wage is mandatory and the same throughout the province while a living wage reflects what people need to cover the actual costs of living in their communities. Payment of a living wage is a voluntary commitment from employers to go beyond the minimum. The living wage for Fort McMurray is \$22.50.

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The Hub Family Resource Centre continues to see a tremendous number of families on a regular basis. As of their last report, they have served 3824 unique individuals, which is a 52% increase from the same time last year.

# President's Report

As we continue our unwavering commitment to support the needs of our community, it is with a sense of urgency and purpose that we share an important update regarding our funding strategy. Once again, United Way has made the difficult decision to withdraw from the Tomorrow Fund to close the gap in funds raised through our 2023 campaign, in order to support UW agencies and programming. This action has depleted the fund, marking a pivotal moment for our organization and the communities we serve. Let me be clear in that this will not be an option in years to come.

There will likely be a steep decrease to our next funding cycle. This forecast requires us and partner agencies to brace for the future with adaptability. Our staff and board are diligently working to identify new opportunities to increase donations, while reviewing our pillars and resident needs to best serve our communities.

In this moment of transformation, the importance of collaboration and alignment with our partners cannot be overstated. We must work together to promote the needs of our community and encourage giving at every level. It is through our joint efforts that we can navigate these uncertain times and ensure our collective sustainability.

Partner agency partnership and promotion are more than just valuable—they are the bedrock of our ability to make a lasting difference in the lives of those we serve. We have faith that our community will come together,

recognizing the critical need and helping us reach our 2024 Campaign Goal.

This is a call to action for all of us. Together, we can face these challenges head-on and continue to provide essential support to those who rely on us. In closing, I wish to thank the staff, board, our partner agencies and United Way donors and supporters. Together, we are creating a better, stronger Fort McMurray Wood Buffalo.

Sincerely,



**Nicole Rymes**  
*President*

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# Executive Director's Report

In a display of commitment to our community and its needs, United Way has provided funding for ongoing supports and programs, underscoring the organization's commitment to positive change. This is the second year in a row, requiring a reduction from the Tomorrow Fund. The need for collective action to secure the future of vital services and initiatives has become increasingly urgent.

United Way's steadfast commitment to funding has been a cornerstone of its mission to improve lives and build resilient communities. The Tomorrow Fund, a critical component of this commitment, has been instrumental in fueling transformative projects and addressing pressing social issues. Despite economic challenges and uncertainties, United Way has prioritized maintaining funding levels for active programs, showcasing a continued dedication to community well-being.

Yet, the landscape ahead is not without challenges. In a brace for the future, United Way acknowledges the potential impact of ongoing charitable giving trends. If the current national trajectory persists into 2024, United Way anticipates a necessity to reduce funding by a significant 40% for the next funding cycle. The organization's team is actively engaged in exploring strategic approaches to navigate such a reduction, ensuring that the community continues to receive the support it critically needs.

United Way recognizes the strength that comes from unity and collaboration. As we face the realities of decreased donations, it's more

important than ever we join forces with our agency partners in securing the future of community programs and supports. United Way seeks to strengthen existing partnerships, working as one collective force to find new opportunities to promote the needs and importance of giving.

The ask is clear: United Way urges its partners to stand united, advocating for the preservation of vital programs that have a direct impact on the community and its members. Through shared efforts and a collaboration on our path forward, United Way can evolve and pivot to best serve our community.

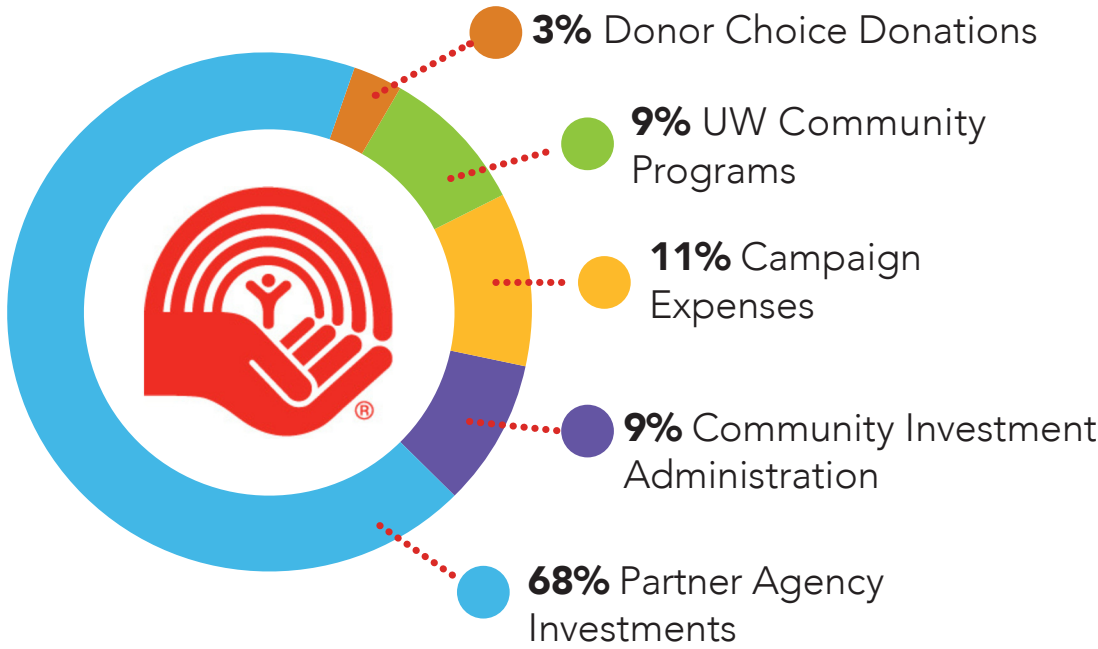
In conclusion, United Way's call for continued partnership echoes the organization's belief in the power of community collaboration. By standing together, promoting shared values, and collectively securing the future of essential programs, we can continue to support our partner agencies, and their clientele.

Sincerely,



**Cathy Steeves**  
*Executive Director*

# DONOR DOLLARS AT WORK IN 2023



## HEALTHY PEOPLE STRONG COMMUNITIES AGENCIES



## ALL THAT KIDS CAN BE AGENCIES



## POVERTY TO POSSIBILITY AGENCIES



## INVESTMENT OVERVIEW

2023 Community Campaign Total: \$2,027,980

	<b>EMPLOYEES:</b> \$481,428		<b>SPECIAL EVENTS:</b> \$380,191
	<b>INDIVIDUALS:</b> \$31,216		<b>CORPORATIONS:</b> \$1,135,145



# When it's Local

## IT SHOWS



### THE REDPOLL CENTRE

The purpose of The Redpoll Centre is to provide a welcoming and supportive administrative workspace, fostering collaboration and growth among community benefit organizations. Its goal is to facilitate connections and knowledge sharing among professionals and groups with shared values. United Way Fort McMurray and Wood Buffalo anchors this community hub, subleasing space to various social profit entities spanning sports, arts, culture, indigenous groups, and other social profit organizations. The Barb Jewers Meeting Place was recently renovated and is open for booking by other non-profit organizations.

### TOOLS FOR SCHOOL

Tools for School is an ongoing initiative as a partnership between United Way and Staples. Tools for School continues to provide the necessary supplies to families so that every child has what they need to be able to participate in school. This year we were able to provide 250 backpacks to students in our region. Students from 2 different school boards were assisted this past year.

### HOMELESSNESS INITIATIVES STRATEGIC COMMITTEE

United Way is proud to be part of this committee to steward and advocate the

10-year plan to end homelessness, *Heading Home: The Right Thing to Do*. This committee is involved in strategic planning, funding, communication, research, and best practice review.

### PERIOD PROMISE

With a generous grant from the provincial government, United Ways across the province are able to provide free menstrual products to schools. This program reduces the prevalence of period poverty and menstrual stigma in our community. United Way Fort McMurray and Wood Buffalo launched this program in 2023 and provided 10 schools and two community centres in Fort McMurray, Fort McKay, and Fort Chipewyan with dispensers and products.

### POVERTY REDUCTION NETWORK

United Way Fort McMurray and Wood Buffalo is a key stakeholder in the Poverty Reduction Network (PRN). The PRN is comprised of a group of organizations who are committed to reducing the effects of poverty in the region and supporting those whose lives have been negatively impacted by poverty. They work as a collective to raise awareness of the issues around poverty and provide innovative solutions specific to the region.

## MISSION

Our mission is to improve lives and build community, engage individuals and mobilize collective action by raising, distributing, and stewarding donor funds.

## VISION

Our vision is of a thriving community where everyone can realize their potential.

## VALUES

- Partnerships, innovation, and collective action,
- Financial transparency and responsibility to our *customers* (the givers of time, talent, or donations, whether individuals, community groups, stakeholders, or corporations),
- Diversity, equity, and inclusion with a focus on Indigenous and rural initiatives, and
- The art of community service through volunteerism.

# Impact Stories

## Healthy People Strong Communities

*Pastew Place Detox Centre Society*

Last December, Client D embarked on a journey towards sobriety when he walked through the detox centre's doors. He had been struggling with addiction for many years and his life had become a series of highs and lows filled with pain. After his detox was complete, he found his way into the Pre Treatment program with an acceptance letter from Simon House Recovery Centre. During his stay he participated in day programming and attended 12 step meetings. Within a few weeks, Client D made it to treatment. Client D completed his time at treatment and was using the strategies he had learned and integrated back into his community. However, as with any journey, Client D faced a setback and had relapsed. He found his way back to the detox centre where he knew he would receive comprehensive support and guidance. This time, using what he had learned, Client D emerged stronger than ever before.

Client D has been sober for a few months now and putting pieces of his life back. He has a stable job, building relationships in a healthy way and embracing this new way of living. He has been using the tools he has learned from day program, pre-treatment and Simon House to help with his commitment to sobriety. He communicated with staff that if it was not for them with the continuous love and support, his path would look very different. He is forever grateful for the detox/pre-treatment process that set him on this path to recovery.

Laurie, our Client Coordinator received an email from a family member that I thought was important to share;

*Hi Laurie,*

*I would just like to thank you again for taking Client D in and helping him through a very traumatic time for him as well as myself! I am very happy to tell you, I picked him up and he did go to Simon House in Calgary (ugh that was a long adventure). He is still there and working on himself. Not exactly where he wants to be but he is putting in the effort and has made it 2 weeks so far. Everyday is a success in this situation.*

*I just wanted to touch base with an update and thank you, actually ALL of you, for being amazing again. I truly appreciate it and i know he does as well.*

*Thank you from my whole heart, your facility is an amazing place.*

The reason this is important to share is because addiction doesn't just impact the person abusing the substances. It creates chaos for every single person around them. Often times we will get calls or visits from family members who are really struggling and come to us looking for any kind of hope. We do our best to support the family in anyway we can as we know they are suffering in this too. The work the United Way funds creates impact far greater then anything we see or know. So even though the people see us, its because of the funding you provide that we are able to do what we do. So on behalf of not only our clients but also their families....

THANK YOU!

**Amber Fort**

*Executive Director, Pastew Place Detox Centre Society*

# From Poverty to Possibility

## *Centre of Hope*

Patron is a 40-year-old self-identified Indigenous woman who was previously experiencing chronic homelessness for 10+ years. She primarily slept rough during this time without accessing shelter spaces and accessed the Centre of Hope (COH) Drop-in daily for utilization of all services offered. Throughout the many years of accessing our services, patron was referred to a plethora of programming in attempts to best support her in self-efficacy and safe housing. Daily access of the drop-in services over the years included: showers, laundry services, hygiene items, clothing, food, internet and computer access, social activities such as board games, tv and communicating with staff/friends, utilizing the phone, obtaining identification, accessing a bank account, securing an income, completing her taxes and extensive resource brokerage to community supports.

In 2020, patron was referred by Outreach to the Permanent Supportive Housing Program with COH; whereby, she maintained housing for one year. Following this one-year supportive programming, patron was referred by Outreach to the Housing First program with COH. Since her referral to Housing First,

she has maintained consecutive independent housing for 19 months within the community and is no longer experiencing homelessness.

By Outreach working from a person-centered, anti-oppressive and holistic perspective, patron was successfully supported with her self-identified goals at her own pace over the years. Additionally, through Outreach providing extensive resource brokerage to patron, she has been able to obtain support in addressing her biopsychosocial needs within community. In return, creating a safe and welcoming professional network for her to receive support with when needed.

It is important to note that one of patron's ultimate goals has been to see her daughter who lives in Ontario – she has successfully been able to travel to Ontario as of recent to re-connect with her daughter.

**Rosie Keating**  
*Executive Director, Centre of Hope*

# All That Kids Can Be

## *The Children's Centre*

This past quarter has been very challenging for some moms in the postnatal program. With the increase of unemployment in our city and the cost-of-living skyrocketing, we have seen the impact it is having on some of our moms. Families are splitting up due to financial stress, family violence, drug and alcohol abuse, and mental health issues. One of the moms in our postnatal program experienced this firsthand.

One day, out of the blue, her partner told her he was leaving. She has a 13-month-old son and was absolutely devastated and did not know what to do. It took such a toll on her, she even contemplated suicide, as she felt so lost. She just didn't know how she was going to look after her son by herself. Her ex-partner was no help. When he moved out, he was battling substance abuse and spending all their money. She was attending our postnatal and parent-toddler programs, and both coordinators noticed how depressed she had become. The postnatal coordinator called

her at home to see if she was okay and that's when she explained what was happening. The coordinator had a long chat with her and worked with her for weeks, getting her into mental health programs, counselling, referring her to the courthouse to file for primary caregiver and getting her financial help through Alberta Works and Salvation Army. Once she found there is a lot of help in our community that she could access, and with help from the pre/postnatal coordinator, she embraced single motherhood with determination. Channeling her strength, she secured a new job, balancing her career and childcare. With her son thriving in daycare, her resilience and newfound independence became the foundation for a successful and fulfilling life as a single mom.

**Susan Goudie**  
*Program Administrator, The Children's Centre*



# Events



*Diner en Rouge  
Under the Aw*

**JAIL  
& BAIL**







Sparkle in Red

Rouge  
Mora





# Our Agency Facts



## THE HUB

- Supported 3187 unique individuals through Family Support and Early Learning programs.
- Supported 207 unique individuals living in rural Wood Buffalo communities with early learning and social support programming, increasing equitable access to services for Indigenous and rural communities.
- Completed 102 Safe Visits, allowing children in families where domestic violence has occurred to create positive connections with their caregiver in a safe, supervised setting.



## ST AIDAN'S SOCIETY

- 421 seniors served through 28 Health & Wellness sessions.
- 2019 volunteer hours provided to seniors.
- 1158 referrals were made for seniors to community resources and services to help improve quality of life.
- Persons with disabilities make up approximately 43% of the senior population. Therefore, it is estimated approximately 101 seniors served during Q3 present with a disability.



## FORT MCMURRAY SEARCH AND RESCUE

- Had 13 incidents totaling over 475 hours.
- Had 25 exercises totaling over 196 hours.
- Had 101 events totaling 431 hours.



## PASTEW PLACE DETOX CENTRE SOCIETY

- 116 individuals accessed our pre-treatment program from October 2022 - September 2023.
- 98 of the above mentioned clients successfully transitioned into residential treatment.
- 43 of those clients were brand new to our centre.

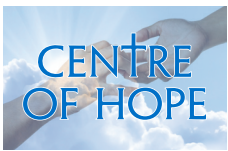


## NORTHEARCH

- Delivered approximately 72 sessions, to 258 unique people about safe sex practices, how to access services and testing, as well as other resources in the community of FMWB.
- Developed education strategies to reach 44 vulnerable youth (shelters, day homes, Indigenous services).
- Educated 1,573 high school students at over 20 unique schools with their STBBI and harm reduction presentations.







## CENTRE OF HOPE



- 690 new individuals accessed our services in last fiscal year.
- Provided nourishment to 15-25 patrons on a daily basis through street reach.
- Provided shelter against the extreme weather elements for up to 80 individuals living in chronic or episodic homelessness.



## WOOD BUFFALO WELLNESS SOCIETY

- 105 primarily Indigenous moms, dads, aunties, uncles, brothers, and sisters attended the Mark Amy Treatment Centre to alter their path in life.
- 395 women attended the Women's Recovery Support Group (39 were new to the group).
- 1548 people attended our Co-ed Recovery Support Group (79 were newcomers).
- Several of our alumni hit milestone markers in their recovery in the past year, including 5 year, 1 year and everything in between.



## JUSTIN SLADE YOUTH FOUNDATION

- Welcomed 3 Provided 859 youth with a safe, clean, drug free and inclusive environment 362 days out of the year.
- Provided 77 youth with the opportunity to learn different recipes and learn the life skill of cooking.
- Delivered 69 different activities to 2773 youth throughout the year that provide opportunities, resources and mentorship, ensuring that they have the tools and support needed to succeed and contribute positively to society.







## THE SALVATION ARMY

- The Salvation Army operates 10 programs, 5 of which operate 24 hours, 365 days per year in Fort McMurray.
- The Food Services Department provided (in addition to meals served and food hampers provided) 11,510 bag lunches to individuals struggling with food security during the fiscal reporting period.
- Community and Family Services supported 2,343 adults, 873 children and 56 Seniors during in office and community visits during the reporting period.
- Our outreach team are still going out 4 evenings a week providing beverages, snacks, socks, underwear, toques, socks and gloves to our homeless population.



## WOOD BUFFALO SAFE/HEALTHY COMMUNITY NETWORK

- Delivered the multi-day PARTY (Prevent Alcohol & Risk Related Trauma in Youth) Program to over 850 Grade 9 students in the Wood Buffalo region providing education on the impacts of impaired, drowsy and distracted driving.
- Delivered our annual Family Safety Day event where over 400 individuals attended, receiving various forms of safety awareness information that include pedestrian, car seat, fire prevention, anti-driving and driving, bicycle safety and more.
- 70 car seats were checked between the months of January - August 2023 by Certified Child Passenger Safety Technicians.
- Over 100 individuals attended one of our child passenger information sessions.



## SUPPORT THROUGH HOUSING TEAM

- Provided wrap around support to alleviate barriers to housing to 36 clients, sub-serving 13 minors.
- Provided clients in Centennial House with intensive case management and programming to assist with skill development, enabling 10 individuals to transition into independent living.
- 11 referrals were received.



## LOCAL HERO FOUNDATION

- Delivered blood products to the scene of a post-partum deadly bleed and delivered patient to Northern Lights Regional Health Centre.
- 90 calls received and 61 missions flown from January 1 - October 26, 2023, providing opportunity for better health outcomes for patients and their families.
- 24/7/365 service responding to dispatched medical emergencies, workplace incidents, recreational incidents, and motor vehicle incidents.







 **MULTICULTURAL ASSOCIATION OF WOOD BUFFALO**



**MULTICULTURAL ASSOCIATION OF WOOD BUFFALO**

- Provided 154 students with language, writing, and reading education.
- Newcomers to the region have support with learning English.
- Newcomers are able to build confidence in their new community.



**THE AUTISM SOCIETY OF THE REGIONAL MUNICIPALITY OF WOOD BUFFALO**

- 82 families of children with disabilities received much needed respite.
- 14 youth (10-14yrs) graduated/competed in the PEERS Social Skills Program.
- 82 neurodiverse children had the opportunity to make friends and maintain friendships.
- Activities youth have excelled in include meal planning, recipe building, shopping list planning, and food preparation.





## NISTAWOYOU ASSOCIATION FRIENDSHIP CENTRE

- Over 1800 nutritious meals delivered to over 300 Elders and Seniors.
- Supported over 3700 individuals in the RMWB with programs and services.
- 450 Elders and Seniors are active within programming, and have less sense of isolation.
- Works with The Salvation Army to ensure the Elders meals are delivered to Rural communities each month.
- Works with Aunties in Reach ensuring clothing, food, formula, diapers and more reach all the Rural communities.



## LEGACY COUNSELLING CENTRE

- In 2023, Legacy Counselling Centre had a total of about 6996 inquiries for services and 4,344 individual inquiries.
- A total 143 families have been impacted by counselling support and services.
- United Way helped provide 497 one-on-one counselling sessions.



## WAYPOINTS



- Waypoints Sexual Assault Program has provided counselling services to 115 individuals residing within the RMWB with 1864 hours that were spent conducting professional consultation, case management, and advocacy on behalf of counselling clients.
- Provided education to 1196 individuals in our schools and communities.





## SOME OTHER SOLUTIONS

- Over 800 youth received extended support with mental health resources, support, and skill building, and a significant impact has been improved mental health and coping skills across a broad client base.
- Delivered over 400 one-on-one youth mentor sessions.
- Over 150 youth attended Friendship Group and Mindfulness group programs. The Friendship group's focus on developing positive friendship skills and building confidence within peer groups, combined with the Mindfulness group's emphasis on developing present self-awareness and cognition, significantly enhances social skills and mindfulness.



## GOLDEN YEARS SOCIETY

- 120 seniors come out of their homes weekly for a hot nutritious meal that some of the seniors would not necessarily get at home.
- In a year around 6,120 meals are served to seniors.
- Regular collaboration with Nistawayou Friendship Centre and St. Aidan's Society for events, consistently welcoming an average of 30 participants.
- Hosted games (cards, crib), luncheons, and coffee time with the number of attendees ranging from 25–118.





## THE CHILDREN'S CENTRE

- In the past year, there have been 121 healthy babies born. Pregnant moms will attend prenatal program, where they have access to a health nurse and dietitian every week.
- Moms are given prenatal vitamins, grocery gift cards once a month for food, milk and diapers, and provided with a Baby Essential Starter Kit.
- Post birth, mom & baby will attend postnatal program until baby turns 14 months old. During this time, moms are provided with grocery gift cards once a month, vitamins, formula & food hampers (when needed).
- Moms who attend program are served a hot, nutritious meal once a week. For some this will be the only home cooked, nutritious hot meal they will have for that week.



## KIDSPORT WOOD BUFFALO

- 345 kids funded in organized sports.
- From Jan 2023 to Oct 2023, we have already invested \$120,000 back into the community in the form of registration costs to sign up for organized sports covering over 300 kids.
- We also funded recreational programs at Girls Inc., Hoop Heroes and King's Kids summer camp to reach indigenous rural communities.

- Over 300 families felt the collective impact of healthier lifestyle, active living and positive wellness as their children experienced team building and like skills while in sports.
- Held a Pizza Pigout that raised around \$13,000, the highest ever through a fundraiser for us.





## CANADIAN MENTAL HEALTH ASSOCIATION

- Delivered programming and outreach services to over 150 indigenous individuals in Fort Chipewyan, Anzac and Fort McMurray, allowing them to stay in home communities rather than leave for larger service areas.
- Enabled 144 unique individuals to access free mental health programming and connection services through 37 unique courses in the Recovery College program.
- Facilitated the certification of 135 individuals in Applied Suicide Intervention Skills Training (ASIST). Upon completion 91% of participants feel more prepared to help someone thinking of suicide.



# Thank You Corporations



## MILLENIUM (\$100,000+)

Canadian Natural Resources Ltd  
Suncor Energy Foundation  
Synchrude Canada

## BENEFACTOR (\$25,000 – \$ 49,999)

RBC Foundation  
Wascana Energy 2001 Ltd. (subsidiary of  
CNOOC Petroleum North America ULC)

## PLATINUM (\$10,000 – \$24,999)

Birch Mountain Enterprises LP (BME)  
Imperial Oil Foundation  
Scotiabank

## GOLD (\$5,000 – \$9,999)

Bank of Montreal  
CIBC  
Enbridge Pipeline

## SILVER (\$2,500 – \$4,999)

Finning (Canada)  
Hedco Group Inc.

## BRONZE (\$1,200 – \$2,499)

Cummins  
Destinate Group Ltd  
Spartan Controls Ltd.  
TD Bank Financial Group

## GIFT IN KIND

4 Seasons Group of Companies  
Claire Bastien  
Printing Unlimited  
RBD Photography  
Strome Energy



## 365 SMALL BUSINESS CIRCLE

Balsom Communications Inc.  
Life and Portraits  
Microtel Inn & Suites  
Play On Space  
Superior Propane  
The Alley YMM - Uptown and Downtown  
ZAG Contracting



# Thank You Employees

## **MILLENIUM (\$100,000+)**

Canadian Natural Resources Ltd  
Suncor Energy

## **HERITAGE (\$50,000 – \$99,999)**

United Way Fort McMurray and Wood  
Buffalo

## **BENEFACTOR (\$25,000 – \$49,999)**

Fort McMurray Public Schools  
Syncrude Canada

## **PLATINUM (\$10,000 – \$24,999)**

Aluma Safway  
Finning (Canada)  
Fort McMurray Catholic Board of  
Education  
Imperial Oil Lt d.  
Regional Municipality of Wood Buffalo

## **GOLD (\$5,000 – \$9,999)**

Enbridge Pipeline  
Fort McMurray First Nation Group of  
Companies  
Hedco Group Inc.  
Imperial Oil Resources  
Primoris  
The Children's Centre  
Waypoints  
YMM International Airport

## **SILVER (\$2,500 – \$4,999)**

Alberta Chief Power Engineers  
Boston Pizza  
Centre of Hope  
Earls Restaurant  
McKay Metis Group

## **BRONZE (\$1,200 – \$2,499)**

A.A. Indar Professional Corporation  
Fort McMurray Chamber of Commerce  
Government of Alberta  
Legacy Counselling Centre  
RBC Financial  
Summit GM  
The Hub Family Resource Centre

# Thank You Individuals

Our volunteers and donors are pivotal in enabling United Way to address the social needs of Fort McMurray and Wood Buffalo. Their passionate involvement creates positive, lasting change in our community.

## PLATINUM (\$10,000–\$24,999)

Jurak, Peter  
Mackenzie, Ken

## GOLD (\$5,000–\$9,999)

Hogg, Joanne  
Reimer, Jason

## SILVER (\$2,500–\$4,999)

Aitken, Robin  
Barclay, Rob  
Cryderman, Chris & Kristy  
Demers, Susan  
Doust, Joanne  
Getchell, Tony  
Lemesurier, Laurence  
Martakoush, Amanda  
Martin, Willard  
Melnyk, Kevin  
Rumjan, James  
Sandmoen, Ken  
Sather, Ben  
Savoy, Len  
Steeves, Cathy

## BRONZE (\$1,200–\$2,499)

Aburumman, Maisa  
Baker, Carla  
Barnard, Brett  
Bartlett, Stanley

Beaton, Chad  
Breen, Dwayne  
Budden, Matthew  
Cap, Kelly  
Carty, Ryan  
Chisholm, Tom  
Ciborowski, Jan  
Cutler Family  
Cutler, Kristen  
Deepak Jhanwar & Tripti  
Somani  
Doucette, Bruce  
Doyon, Sam  
Dunn, Bob  
Ellis, Lanette  
Epp, Marjorie  
Ernst, Michelle  
Falloon, Freeman  
Figoni, Maria  
Finland Family  
Fitzgerald, Christoph  
Froc, Jay  
Goobie, Kirk  
Govender, Sagran  
Grant, Darren  
Gu, Mingxing  
Hall, Maureen  
Heck, Michael  
Hernandez, Pedro  
Hillier, Todd  
Hirano, Jordan  
Hogg, Joanne  
Hudson, Terry  
Huisman, James  
Jesso, Maryann  
Jimenez Family

Johnson, Richard  
Kelly, Erin M  
Klym, Ronald  
Kootenay, Bonnie  
Lacey Family  
Langevin, Shawn  
Lomond, Paul, T  
Loyer, Kyle  
Lysak, Darren  
Macedo, Yun Yun  
Macneil, Damien  
Mayers, Robert  
Mcdonald, Aaron  
Mcgrath, Bradley  
Mcleod, Robert  
Mennie, Brenda  
Mubarak, Majid  
Payne, Paul  
Peters, Richard K  
Pillai, Shyam  
Pollard, Chris  
Punko, Alcide  
Pye, James  
Qureshi, Samir  
Reid, Jen  
Sanftleben, Nancy  
Shaw, Norma & Conrad  
Skarsen, Edward  
Smith, Marina  
Spring, Andrea Montgo  
Strilchuk, Jean  
Tarbitt Family  
Tattrie, Neal  
Thompson, Adair  
Tutt, William  
Ure, Graham

Vaudan, Richard  
Walters, Travis  
Ward, Kelly  
Weerakone, Sidantha  
Wiseman, Mark  
Wolfe, Jason  
Yip, Jeffrey



# Chromebooks for Kids

Year after year, ATB Financial generously donates brand-new Chromebook laptops to United Way, which we then distribute to students in need across our region. This year, 54 students across 22 schools received a Chromebook, allowing for reliable and equitable access to technology and giving them the tools they need to succeed in their education.

Dear United Way, Wood Buffalo and ATB Financial :

For me getting a chromebook would help me a lot it can help me read and spell and it has google read and write, and that is velly good to have for me it can help with so much and do so many other things to help me with.

PS, thank you so much

BY Hannah Adams.





# Meet our *Team*

## OUR TEAM

**Cathy Steeves**  
Executive Director

**Tammy McGlennon**  
Director of Community Impact

**Maryellen Fenech**  
Director of Administration

**Jonathan Davies**  
Business Development Leader

**Pavlina Vaverka**  
Finance Coordinator

**Sophia Joyce Piosca**  
Redpoll Centre Administrator

**Laurie Peddle**  
Community Impact Coordinator

## BOARD OF DIRECTORS

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**Michelle Velez**  
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**Andrea Eldridge**  
Treasurer

**IJ Uche-Ezeala**  
Director

**Mike Vickers**  
Director

**Suman Jafri**  
Director

**Dwayne Flett**  
Director

**Funky Banjoko**  
Director

**Dango Gogo**  
Director

**Jessica Lipton**  
Director

**Bob Mackay**  
Director

## VOLUNTEERS

Dustin Stuyt

Diya Laha

Muzaffar Malik

Patricia Christie

Rebecca Morency

Dan Clancy

Tyler Elcombe

Sandra Efu

Len Savoy

Skyanne Patey

Christina Harty

Crystal Boers

Irina Romero

Jennifer McLeod

Vaibhav Chemburkar

Gwen Leepart

Barbara Muise

Andy Geres

Cathie Langmead

Jenn McManus

Freeman Falloon

Rajeev Varma

Guy Choquet

Chris Pan

Yvonne Osawaru



# Treasurer's Report

The community of Fort McMurray would likely all agree that 2023 was a year of significant change and hardship. Unfortunately, United Way Fort McMurray and Wood Buffalo (UWFMWB) was no exception to this trend. Significant change and/or elimination in workplace donation programs, substantial lay offs in the community, and rising costs of living have all impacted UWFMWB greatly.

For the year ended December 31, 2023, the UWFMWB shows a decrease in total revenue of \$1,669,284. This decrease resulted in a significant deficit of \$2,280,530, which has been taken out of the Internally Restricted Net Assets (see condensed statement of financial position). After a pivot in the traditional methods and volumes of giving, the board and staff are committed to discovering new avenues of raising funds and determining a new community investment strategy that better aligns the amount of our give to local agencies with the decreased revenue received.

For the year ended December 31, 2023, total expenses were \$4,762,366, an increase of \$294,108 from 2022. Out of the total of \$294,109, \$126,916 was directly attributable to the "Community Services Recovery Fund", which would have been offset by the Federal Government grant (as shown on the Statement of Operations, under "Support revenue") received to assist with post Covid projects. After feeling the impact of reduced revenue during the year, the board and staff are focused on reducing expenses to ensure our continued ability to support local agencies.

After an unprecedented year of change, the UWFMWB Board of Directors and staff are committed to reflecting on strategies of the past and making necessary adjustments to improve the overall financial health of the organization.

In addition to specific points of focus mentioned above, the Board of Directors and staff will continue to ensure:

- The presence of proper internal controls
- The maintenance of adequate cash reserves
- The review of investment accounts (by delegated Board members quarterly, and by the entire Board of Directors annually) and adherence to applicable investment policies.
- The continuous improvement in financial reporting and transparency for review by the Board

While the financial statements reflect a year of hardship for the organization, it is important to note that our community investment allocation is based on prior year financials and the impact of the shift in donations was unknown at that time. The Board of Directors and staff are committed to recognizing this shift and making the necessary adjustments to ensure a strong foundation for the UWFMWB to continue to successfully meet community needs by maximizing the benefit of donor contributions.

Sincerely,



**Andrea Eldridge**

*Treasurer*

*United Way Fort McMurray and Wood Buffalo*

## CONDENSED STATEMENT OF FINANCIAL POSITION

AS AT DECEMBER 31, 2023	2023	2022
<b>ASSETS</b>		
Current assets	\$ 8,334,091	10,436,163
Capital assets	320,530	331,024
	\$ 8,654,621	10,767,187
<b>LIABILITIES</b>		
Current liabilities	\$ 249,888	218,309
Long-term debt	-	40,000
Unamortized deferred capital contributions	201	251
	\$ 250,089	258,560
<b>NET ASSETS</b>		
Invested in capital assets	\$ 320,329	330,773
General contingency reserve	-	-
Internally restricted net assets	3,958,804	6,491,816
Tomorrow fund	2,868,434	2,510,893
Capital fund	1,256,965	1,175,145
	\$ 8,404,532	10,508,627
	\$ 8,654,621	10,767,187



## CONDENSED STATEMENT OF OPERATIONS

YEAR ENDED DECEMBER 31, 2023	2023	2022
<b>REVENUE</b>		
Support revenue	\$ 2,161,691	3,238,357
Provisions for uncollectible pledges	(40,110)	(94,872)
Other revenue	360,255	1,007,635
	\$ 2,481,836	4,151,120
<b>EXPENSES</b>		
General and administrative expenses	\$ -	-
Campaign expenses	540,420	517,644
Community investment	3,697,626	3,577,922
Redpoll expenses	397,370	372,681
Fire recovery investments	34	11
Community services recovery	126,916	-
	\$ 4,762,366	4,468,258
Deficiency of revenue over expenses before other item	(2,280,530)	(317,138)
<b>OTHER ITEM</b>		
Unrealized gain (loss) on investments	\$ 176,435	(808,539)
Deficiency of revenue over expenses	\$ (2,104,095)	(1,125,677)

Please note: As of January 2006, all United Ways across Canada adopted the Transparency Accountability in Financial Reporting (TAFR) Policy. This policy is focused on supporting the Development of Standard statements between all United Ways in Canada.

This is a condensed version of United Way Fort McMurray and Wood Buffalo's financial statements. The complete documents can be obtained by contacting United Way Fort McMurray and Wood Buffalo or by visiting [www.fmwbunitedway.com](http://www.fmwbunitedway.com)



**United Way**  
**Fort McMurray**  
**and Wood Buffalo**

[fmwbunitedway.com](http://fmwbunitedway.com)

## **Contact Us**

United Way Fort McMurray and Wood Buffalo  
1 C.A. Knight Way, Fort McMurray, AB  
T9H 5C5

Charitable Registration Number: 119260495RR0001

Phone: (780) 791-0077

Email: [hello@fmwbunitedway.com](mailto:hello@fmwbunitedway.com)

Website: [fmwbunitedway.com](http://fmwbunitedway.com)