

Let's Change Lives Together!

Dear Friends and Supporters,

The moment we've all been waiting for is here – the **United Way Community Campaign 2024** is officially underway! This is a pivotal time for our community to come together and support the programs and services that make Fort McMurray and Wood Buffalo a better place to live, work, and grow.

We are excited to announce our goal of raising **\$2 million this year**, but we can't do it without you. Every person in our community has the power to make a difference – *your support is essential* to helping us reach this goal. Your participation helps fuel vital services that provide safety, education, and stability for those who need it most. **Workplace campaigns** are one of the most powerful ways to make an impact, but you don't have to wait for your workplace to get involved. Every individual has the power to contribute, and every dollar makes a difference. You play a crucial role in ensuring these vital programs continue to thrive.

How can you get involved?

If your workplace already has a campaign, thank you for your support! If not, now is the time to start the conversation. **You can lead the way** by organizing activities, inspiring your colleagues, and helping raise essential funds. Even if you're not part of a workplace campaign, your personal commitment, whether through donating, volunteering, or spreading the word, makes a lasting impact.



Together, we will Do Local Good and Change Lives Together!



United Way Fort McMurray and Wood Buffalo

United Way 2024: Impact and Community Commitment

As we reflect on 46 years of service, we are proud of the role United Way Fort McMurray and Wood Buffalo (UWFMWB) has played in building stronger communities in our region. Since our founding in 1978, we have raised over \$118 million, directly supporting social profit agencies and helping countless individuals and families thrive.

This past year alone, over \$2.8 million has been invested into 20 agencies across our region. These funds help provide essential services to individuals facing poverty, homelessness, addiction, and mental health challenges. Over 1 in 4 people in our community either use or know someone who uses services from our social profit agencies, making the need for support more urgent than ever.

Thanks to your donations and the generosity of our partners, the agencies below have been able to continue their critical work in Fort McMurray and Wood Buffalo.



United Way acts as a philanthropy advisor for our community. We carefully invest every dollar raised locally, ensuring that donations fund programs and resources where they are needed most, while continuing our efforts to minimize overhead. Our goal is to bridge the gap between donors and agencies, ensuring the most effective and efficient use of each contribution.

Thank you for standing with us and for Doing Local Good.

Community Highlights

TOOLS FOR SCHOOL



Over 315 supply kits, totalling \$20,000 in donations made to UWFMBW, were hand-made and distributed to schools throughout Wood Buffalo. From left to right, a huge thank you to Cindy Tulk, GM of Staples for ordering all the supplies; ACDEN and their staff for providing trucks and helping with deliveries; Kal Tire, 100.5 CRUZ FM, and Superstore for collecting additional tool supplies for families in need; and UWFMBW staff for packaging kits!

CAMPAIGN KICKOFF 2024



This year, we hosted a pancake breakfast, sponsored by A&W, to announce our goal of raising **\$2 million** to support vital programs and services in our region. It was an amazing morning of community action! From top left to bottom right: Monique Gauthier, representative of MP Laila Goodridge; City Councillors and UW Board Members pose with A&W staff; MLA Tany Yao; Deputy Mayor and Councillor Allan Grandison; community members enjoying their pancake breakfast; UW staff recruiting their newest member; our wonderful partner agencies showcasing the important work they do; showing Local Love.

STUFF THE BUS



Thank you to our amazing volunteers from Nistawoyou Association Friendship Center, Local Hero Foundation, and The Hub Family Resource Centre for helping us **Stuff the Bus** this month! A special thanks to Staples, Sparksman Transportation, and Play 103.7 for your continued support. With the incredible generosity of our community, we made quite the haul, ensuring students started the school year off right!

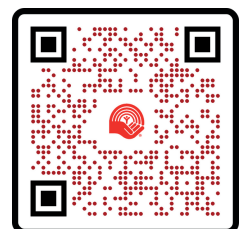
WORKPLACE CAMPAIGNS HAVE BEGUN!

Workplaces are already off to a great start raising money for UWFMBW! An unlucky boss at CNRL Albion takes one for the team at their annual Pie-The-Boss fundraiser!



HELP US REACH OUR \$2 MILLION GOAL AND DONATE TODAY!

LET'S CHANGE LIVES TOGETHER!



Meet the Board

BOB MACKAY - DIRECTOR & COMMUNITY CAMPAIGN CHAIR 2024



We are proud to highlight the dedicated members of our Board of Directors who work tirelessly to guide and support our mission.

This month, we are excited to feature Bob MacKay, a passionate Board Director and the United Way Community Campaign Chair for 2024.

Bob has been a resident of Fort McMurray for over 14 years, originally from Halifax, Nova Scotia. Before moving his family to the region, Bob worked as a Fly-in Fly-out employee. Today, he serves as the General Manager of Acden Environment, where he channels his passion for the community through his leadership and the amazing team he works with.

Bob's journey with UWFMB is inspiring. In 2023, he was awarded the *Spirit of United Way Award*, which recognises individuals who embody the true meaning of philanthropy – a desire to improve the well-being of humankind by preventing and solving social problems. Later that year, Bob took on the role of Community Campaign Chair and soon after joined our Board of Directors. His passion for making a difference in our community is always evident by his actions, and we are grateful to have him leading the charge for this year's campaign.

Beyond his involvement with UWFMB, Bob is an active contributor to the Fort McMurray community. He serves as the Chairperson of the Justin Slade Youth Foundation Board and is an active Director on both the Fort McMurray Chamber of Commerce and the Fort McMurray Dance Association. His dedication to the well-being of the region earned him a top-three nomination for the *2023 Fuse Social Heart of Wood Buffalo Award*.

Bob is excited to once again lead as the United Way Campaign Chairperson for 2024. His focus is on working with businesses and individuals in our community to give what they can – even if it's just a dollar a day – because we all have the power to **Do Local Good**. Bob believes in our community, a place that has shown its strength and care for one another time and time again through events and tragedies. He stands by our theme, **"Let's Change Lives Together."**



*"It just takes one person to change a life, and to change the world."
Board Director IJ Uche-Ezeala presents Bob MacKay with the Spirit of United Way Award in 2023.*

