

## 'Tis the Season... Reflecting Back and Looking Forward

Well, campaign's not "officially" over yet, but it's winding down. The holiday season is upon us and everyone's attention is turning to parties, presents... and perhaps relaxing with an eggnog.

We can't pretend this has been an easy campaign season for anyone. Lots of supporters or their partners have lost their jobs and have had to cut back on their support. Nevertheless, there has been a tremendous effort on the part of many workplaces to meet or exceed last year's contribution precisely because they know that times are tough for others.

Four of our top ten campaign contributors accepted our offer to submit a video for Kick-Off that highlighted the nature of their commitment to create possibility for our community. It is heartening to review these videos:

[NOVA Chemicals](#)

[MEGlobal](#)

[The City of Red Deer](#)

[Scott Builders](#)

There's more in store next year. Clearly we need to shake off the dust from 2016 and add some sparkle to 2017.

There are lots of ways to continue your support of United Way in the New Year.

- [Recycle for a Cause for the month of January!](#) All Cosmos depots will be raising money for United Way. Sign your office up to join our program which provides free recycling bins and pick-ups.
- Join us on February 10 for our [United Way Community Breakfast Celebration](#) – presented by Collins Barrow in partnership with the Holiday Inn;
- Help us celebrate 211 Day on February 11<sup>th</sup> and spread the word through social media about what supports are available simply by dialing 2-1-1;
- Don't miss the Rebel's game on February 24<sup>th</sup> where United Way will be hosting a Chuck-A-Puck event.

How's that for a kick-start for the New Year? Stay tuned in coming months for more United Way initiatives.