

**UNited Way  
Capital Region Campaign Kick-off  
September 18, Edmonton, AB  
Honourable Dave Hancock**

Thank you (Daryl and Carrie), and good afternoon everyone.

It's an honour to be in the same room as so many people who dedicate their lives to helping others and building strong, caring communities.

Every year, you roll up your sleeves - open your hearts - - and inch your fundraising thermometer to new heights.

But I think perhaps the best part is being able to see for yourselves...

...how every dollar raised, and every hour you put in can mean that

a single mother and child who used to go to bed hungry now get a good night's sleep on a full stomach...

... or ... a homeless man with mental health challenges now has a roof over his head and is receiving treatment.

Government recognizes the profound impact you and your partners make in many Albertans' lives.

That's why we actively engage in and contribute to United Way campaigns across the province.

My ministry is working to raise \$150,000 for the 2012 capital region campaign.

### *Social Challenges*

Alberta's future is bright.

But we face a number of complex social challenges, such as family violence, poverty, and Fetal Alcohol Spectrum Disorder.

Every child deserves to grow up in a loving home, and vibrant community. And, every individual must have the opportunity to participate in Alberta's economy, communities and cultural life.

### *Era of Collaboration*

In creating Human Services, we've brought together a wide range of programs including child care, income supports, services for persons with disabilities and homeless supports.

Better communication, co-ordination and co-operation among programs will mean better outcomes for Albertans.

However, government is just one part of the puzzle.

Our expertise, resources and influence only go so far.

Social agencies, non-profit organizations, municipalities and businesses must be equal partners.

Because, strong partnerships are the only way we will address root causes of complex issues like poverty.

The United Way defines collaboration.

You are a model of success when it comes to setting a common goal and working together to achieve it.

Our government is embracing new ideas and new approaches to help us succeed as a province.

### *Social Policy Framework*

So, on the same day that you launch the capital region campaign...

I encourage you to consider promoting and participating in another: the engagement to help create Alberta's social policy framework. *Speak. Share. Thrive.*

It's been 30 years since we looked at our social policies.

Alberta and the world have changed.

The way we deal with social challenges must reflect and respond to this change and the needs of Albertans.

The Social Policy Framework is about identifying the quality of life and outcomes Albertans want and then deciding how we're going to work together to achieve them.

It will also serve as a foundation for the Premier's commitment to eliminate child poverty and reduce overall poverty in Alberta.

I know that many of you have participated in community conversations or visited [socialpolicy.alberta.ca](http://socialpolicy.alberta.ca) to share your ideas.

If you haven't yet, don't worry. There's still time.

I know you have a great deal of wisdom and experience to share.

And, I know that together, we will create a framework that benefits all Albertans.

### *Conclusion*

On behalf of Premier Redford, myself, and my colleagues, I wish you the best of luck in reaching your 2012 campaign goal. We are with you every step of the way.

Thank you so much for inviting me to be a part of this kick-off.

And thank you for your continued dedication to improving the lives of your fellow Albertans.

Have a wonderful day.