

# MEDIA RELEASE



Media Advisory  
April, 14, 2010

## United Way's Annual General Meeting Explores Non-Profit Success

All media are invited to United Way's Annual General meeting, where United Way and its community partners will learn about the trends reshaping the not-for-profit sector in this new economic reality.

United Way of Calgary and Area recognizes the challenges many non-profits have faced with the recent recession. As part of its Annual General Meeting, it has invited keynote speaker Brent Copen to discuss the findings of the recent Convergence Report, which examines the impact of the recession on non-profits. The report also highlights five new trends, which have the potential to leverage a non-profit's partnerships, audiences, and ultimately its success in the community.

- Who:** **All media are invited** to United Way's 2009 Annual General Meeting to hear Brent Copen's speech on trends reshaping non-profits.
- What:** 2009 United Way Annual General Meeting
- Where:** Hotel Arts 119 12<sup>th</sup> Avenue Southwest
- When:** Wednesday April 14<sup>th</sup>, 2010  
12:00 p.m. – 1:30 p.m. – media interviews available after the formal presentation
- Why:** The economy over the past couple of years has created challenges for many non-profits. As a leader in the sector and the community, United Way is bringing keynote speaker Brent Copen, a Senior Manager with La Piana Consulting, to address trends reshaping non-profits that will help our partnering agencies achieve success.

For more information contact:

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