

## **ENMAX donates \$50,000 to fund new 'Boost' program**

United Way partners with ENMAX to fund a new program dedicated to providing crucial support.

Lethbridge, AB - A new partnership between United Way of Lethbridge & South Western Alberta and ENMAX aims to bridge financial gaps caused by an increase in the cost of living. Many individuals in the Southern Alberta region struggle to make ends meet and cannot afford rent, groceries or personal hygiene items. With a donation of \$50,000 from ENMAX, the United Way of Lethbridge & South Western Alberta is proud to announce 'Boost,' a program which will provide funding for people in vulnerable financial situations.

"Boost' was created in response to a growing need within the community. Prior to the program's recent launch, United Way Lethbridge & South Western Alberta was receiving ongoing calls for support from individuals and families who were experiencing immediate financial hardship with nowhere to turn. We were so thankful when ENMAX was there to provide support the community is desperately seeking" says Jaci Zalesak, Executive Director of United Way Lethbridge & South Western Alberta. "The current cost of living has put immense pressure on both government and nonprofit resources. By kickstarting the Boost program, United Way aims to provide an extra safety barrier for Lethbridge & South Western Alberta individuals and families in need. Additionally, the program will serve those accessing the 211 helpline which is available 24/7, 365 days a year to direct individuals requesting assistance."

While Boost aims to address urgent needs including utility disconnection and rental evictions, it also focuses on long-term solutions by encouraging recipients to develop strategies to prevent future crises. This initiative serves as a last-resort safety net, ensuring that help is available for those who have exhausted all other resources.

To qualify for Boost, individuals must first reach out to local organizations such as food banks and Alberta Works to explore all available options. This approach ensures that Boost assists those in most critical need, complementing existing support systems and enhancing overall community resilience. The one-time fund is meant to give individuals and families a Boost when they are in an emergency situation and support poverty reduction.

"ENMAX believes in the power of community and funds a number of programs addressing essential needs similar to 'Boost,' including the Basic Needs Fund run by United Way of Calgary and Area, as well as the Lights On Fund run by United Way of Central Alberta," says Krista Moroz, ENMAX Manager of Community Impact. "Ultimately, we believe in developing partnerships with local organizations dedicated to making a difference in the community."

For more information, please contact United Way at 403-327-1700 or [click here](#).

## **About ENMAX Corporation**

The ENMAX group of companies is a provider of electricity services, products and solutions. We are headquartered in Calgary, Alberta, with operations across Alberta and Maine. Through our subsidiaries, ENMAX Power Corporation and Versant Power, we own and operate transmission and distribution utilities that safely and reliably deliver electricity to customers in Calgary and northern and eastern Maine. Through ENMAX Energy Corporation, ENMAX owns and operates power

generation facilities and offers a range of electricity and natural gas products and services to residential, commercial and industrial customers across Alberta. ENMAX is a private corporation and The City of Calgary is its sole shareholder.