




We are possibility.

United Way of Central New Brunswick  
2014–15 Report to the Community


# Our mission:

To improve lives and build community by engaging individuals and mobilizing collective action.

**\$812,406**  
INVESTED  


→

SERVING APPROX.  
**37,000**  
INDIVIDUALS in 2014-15

**\$216,950**  
DONOR DIRECTED  
INVESTMENTS  


**68**  
  
PROGRAMS

 **29**  
PARTNER AGENCIES

 **10**  
COLLABORATIONS  
FOR COMMUNITY IMPACT

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# President's Welcome

Every day, staff and volunteers at United Ways are hard at work in communities across Canada. Locally and nationally, our goal is the same: to create opportunities for a better life for everyone in our communities. This year, Central New Brunswick demonstrated deep generosity and a commitment to improve the quality of life for our residents, strengthening our community. Individuals and companies contributed nearly \$1.3 million to our annual campaign.

Our mission captures the essence of what we do: We improve lives and build community by engaging individuals and mobilizing collective action. Thanks to our generous donors, the United Way can continue delivering on this mission, helping the 1-in-4 people in our community who rely on the invaluable work of United Way agencies.

This continues to be an exciting time for our United Way. We have endorsed the Housing First model through the Canadian Alliance to End Homelessness and we continue a leadership role with the Community Action Group on Homelessness. We are ensuring food security through Community Food Smart, and engaging new community members and businesses in United Way's impact work through opportunities like Day of Caring and Feels Good Folly Fest.

United Way recognizes the vital importance of engaging the youth. To that end we coordinate "Be a Leader-Be a Hero" which empowers elementary school children to make a difference in the lives of others through good deeds. Similarly our "Student Impact Committee", which allows high school students to make lasting and measurable change in their community, aims to increase the engagement of young adults in the United Way and to provide opportunities for leadership development. Both programs ensure the stewards of tomorrow are being developed today.

Over the past year the Board of Directors has been busy completing

governance and committee work. The *Strategic Planning* committee completed consultations with United Way member agencies and Continued work throughout the year to lay the foundation for the years ahead. The *Communications* committee developed a plan which will raise the profile of the United Way within Central New Brunswick as a community impact organization. The *Human Resources* committee updated the Personnel Policy Manual and their terms of reference. *Admissions and Allocations* received and reviewed more than 80 applications totaling more than \$1M in requests and allocated almost \$600K from the Community Fund.

This year our *Community Investment* committee is tasked with maximizing the impact of our donors' donations and ensuring they align with the biggest issues we are facing in our community. All the while we are committed to ensuring these investments are transparent to our agencies and donors.

I would like to thank our Board of Directors, volunteers, community partners, businesses, donors and dedicated staff for their work, commitment and passion. Together we are improving lives locally and for that, I thank you.

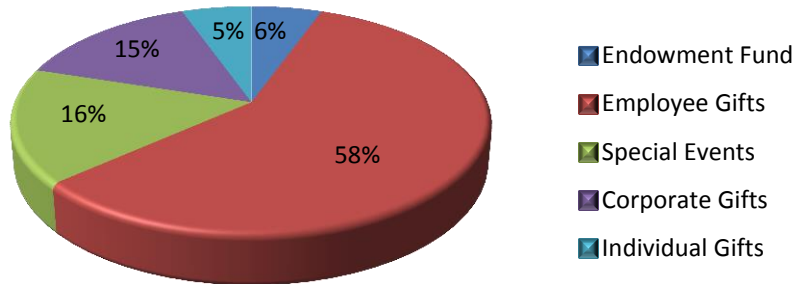


Blair McLaughlin  
Board Chair, 2014-2015

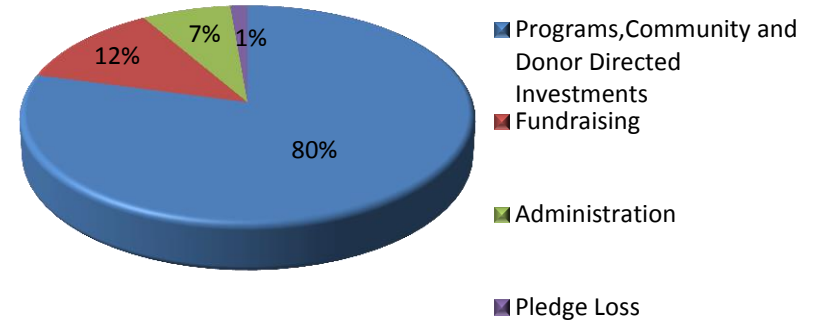


# Financial Snapshot

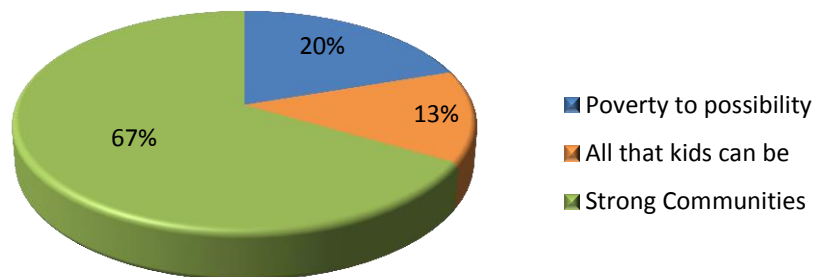
## Where the money comes from



## Where the money goes



## Investment by Focus Area





# Investment and Focus Areas

## Why United Way?



We get to the heart of the matter by researching the root causes of social problems.



We support programs and services that do more than just help people today – they give people the help they need to change their life – for good.



We bring everyone together – from agencies and government, to business and the next generation – to multiply the impact of our work.



### MOVING PEOPLE FROM POVERTY TO POSSIBILITY

We support people living in poverty through programs and services that provide immediate solutions and opportunities for long-term stability.

### HELPING KIDS TO BE ALL THEY CAN BE

We invest in programs and services that provide our children and youth with opportunities to reach their full potential.

### BUILDING OUR COMMUNITY

We help our most vulnerable neighbours overcome complex challenges – abuse, mental illness and social isolation – by supporting them and connecting them to their community. Our goal is for every individual to feel, supported by and connected to their community.

## **Our impact:      Moving people from poverty to possibility.**

### **Ability New Brunswick**

- Home and Community Accessibility Review Service
- Rehabilitation Counselling

### **Greener Village Community Food Centre**

- Strengthening Community Through Access to Nutritious Food

### **Fredericton Community Kitchen**

- Outreach Prepared Meals
- Student Hunger Program

### **Fredericton Downtown Community Health Clinic**

- Primary Health Care Outreach

### **Fredericton Homeless Shelters**

- Essential Services for the Homeless

### **Jobs Unlimited**

- Assessment and Monitoring Program
- Vocational Activity Service

### **John Howard Society of Fredericton**

- Direct Service
- Service Hub (coordinator)
- Supportive Housing

### **Laubach Literacy**

- Way to Reading

### **Liberty Lane**

- Second Stage Housing Program

### **Oromocto Food Bank**

- Food Centre, Emergency Food, Community Engagement, Social Development

### **Youth In Transition**

- Chrysalis House
- Family Reconnect

## **Our impact:**

## **Helping kids be all they can be.**

### **Big Brothers Big Sisters Fredericton Oromocto**

- Big Bunch Program
- In-School Mentor Program
- Big Brother Big Sister Matching Program

### **Capital Region Mental Health and Addictions**

- Education, Building Youth Connections, New Initiatives

### **Fredericton Boys & Girls Club**

- Childcare Outreach
- Educational Outreach
- Nutritional Services
- Recreational Services
- Youth Development and Exploration

### **Fredericton Sexual Assault Crisis Centre**

- Youth Sexual Violence Prevention Program

### **Scouts Canada**

- Beaver, Cub, Scout and Venture programs

### **VON Fredericton**

- Prenatal Program

### **VON Oromocto**

- Bosom Buddies
- Prenatal
- Safe Kid

## Our impact:

## Building a stronger community.

### Ability New Brunswick

- Information/Education/Advocacy Program

### Capital Region Mental Health & Addictions

- Advocacy
- Assessment, Referral and Follow-up
- Peer Help / Support Groups

### Chimo Helpline

- Local Crisis and Suicide Line

### CNIB

- Adjustment to Vision Loss

### Easter Seals NB

- Assistive Technology
- Personal Services Program

### Family Enrichment and Counselling Services

- Counselling
- Personal Development Programs

### Fredericton Sexual Assault Crisis Centre

- Collab. Community Development
- Professional Development in Sexual Violence Program
- Public Awareness & Education
- Sexual Assault Counselling Program
- Volunteer Crisis Intervention Program

### Hospice Fredericton

- Hospice Fredericton

### John Howard Society of Fredericton

- Court Worker

### Liberty Lane

- Family Violence Prevention Outreach Program

### Meals on Wheels

- Home Delivery Program
- Wheels to Meals Seniors Luncheon Program

### NBACL

- Strengthening NB Families: Partners in Progress for Inclusion
- Transition Planning for Youth with an Intellectual Disability: Going to Work!

### OPAL Family Services

- Adult Respite Apartment
- Children's Community Volunteer Program
- Support Networks Program

### VON Fredericton

- Adult Day Program
- Footcare
- Health Maintenance
- Visiting Nurse

### VON Oromocto

- Adult Day Program
- Foot Clinic
- Health Maintenance
- Visiting Nurse

### VON Woodstock

- Foot Clinics
- Health Maintenance
- Visiting Nurse



# Community Impact Initiatives

## **Be A Leader Be A Hero**

Empowering thousands of elementary school students to make a difference in the lives of others through acts of kindness and good deeds on the playground and in the classroom.

## **Community Action Group on Homelessness (CAGH)**

UW is part of the leadership team of the CAGH, a joint community program of nonprofit organizations, government representatives and community leaders who are working together to end homelessness in Fredericton.

## **Community Food Smart (CFS)**

UW is a founding partner of CFS, a bulk food buying club for individuals and families wishing to purchase quality produce at affordable prices. Our goal is to help community members stretch their food dollar by offering monthly access to quality produce at affordable prices.

## **Day of Caring**

Mobilizing teams of corporate and government employees as volunteers to complete meaningful, hands-on projects that will greatly assist local non-profit agencies.

## **FEELS GOOD Folly Fest**

Like Feels Good, we too believe in creating opportunities for children to engage in arts and music. As such, we host the UW Kids Zone at Folly Fest where we work with the Feels Good team to deliver music and arts related activities for children and youth.

## **NB Food Security Action Network**

United Way participates on the NBFSAN leadership team and provides administrative support and office space for the network.

## **Renaissance College Community Problem Solving**

Each year we work with talented 3rd year RC students. In 2014, students built upon the Vital Signs report and dove deeper into community data to develop a report that will guide UW as we assess and work to improve our funding model.

## **Student Impact Committee**

Enabling youth in rural high schools to assist in creating positive, lasting change in their communities.

## **Student United Way**

A student-led United Way on college and university campuses, bridging the gap between campus and community and empowering young people to improve their local communities. Our United Way is the FIRST IN CANADA to develop and implement a SUW.

# Real Stories. Real Change.

## OHS Student Impact Committee

In 2013, Cassandra Boulanger was a Grade 12 student at Oromocto High School (OHS). Cassandra always knew she wanted to make some kind of difference in her community, but like many high school students she wasn't entirely sure how to gain the skills she was so desperately looking for.

Cassandra was approached by her guidance counselor, Lynn Thomas-Grattan about an opportunity to get involved in her community of Oromocto, through a program at her high school. The program was called *Student Impact Committee* and it was facilitated and funded through the United Way of Central New Brunswick.

"I wasn't totally sure what I was signing up for at first. But Mrs. Thomas-Grattan explained the United Way to me and I knew it was an organization I wanted to get involved with," Cassandra explained. "I learned about working in a team, having meaningful conversations and most importantly, critical thinking skills. I was able to learn, in fact we all were, how important it is to think critically about where money is going. It was really important that the money we provided our community with was going to sustainable causes, and in order to ensure that we had to look at every application from all sides."

Cassandra saw direct impact in her own school when the committee approved funding for the OHS Breakfast for Learning program, among others. "It was pretty neat knowing I really made that impact. Students were eating breakfast in my own school, in small part, thanks to the Student Impact Committee."



Cassandra explained that the skills she learned during her time with the Student Impact Committee were crucial to her learning and her ability to be a successful post-secondary student. Soon after, she was accepted to the University of New Brunswick's Renaissance College, Canada's premiere leadership program that accepts only 25 outstanding students per year.

Today, Cassandra has completed her first year at Renaissance College and won a travel study scholarship to study in France. She has been named the Duke of Edinburgh's Duke Delegate for the province of New Brunswick, and is currently completing an internship with the Duke of Edinburgh in Fredericton, New Brunswick. She is looking towards a science related career, hopefully revolving around animal and environmental welfare.

Cassandra is quick to credit much of her success to the experiences she had with the United Way of Central New Brunswick's Student Impact Committee, "You just don't get to gain those skills in high school anywhere else! All high school students should get the opportunity to make real change, the way I got to with SIC."

"The best part is definitely the confidence I gained through the program, like I said- you just don't get that anywhere else."

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**United Way / Centraide**

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**Change starts here. | L'heure est au changement.**

# We Are Possibility.

**Give. Volunteer. Act.** Change can start anywhere: at the dinner table, in a park, at a community meeting, at a board meeting, or in a classroom. And once it starts, it grows. When change begins, your community grows stronger!

**Invest in Change.** Donations to United Way stay right here in Central New Brunswick! By giving to United Way, you are investing in your own community where you live, work, learn and play. Your donation creates opportunities for a better life for everyone in our community.

**To be a part of the change** contact us at 506-459-7773, or [office@unitedwaycentral.com](mailto:office@unitedwaycentral.com).

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Financial Administrator

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Director of Resource  
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**Jessica Hughes**  
Director of Community  
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