



Together, we are possibility.

United Way of Central New Brunswick
2015-2016 Report to Community

Our mission: To improve lives and build community.

We help people.

\$772,307

INVESTED



\$209,946

DONOR DIRECTED
INVESTMENTS



71



PROGRAMS

26



PARTNER AGENCIES

9



COLLABORATIONS

FOR IMPACT/COMMUNITY WIDE
STRATEGIES

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President's Welcome



One in four people require a United Way Central N.B. service in our community. Every day, United Way and agencies we have supported are helping our family members, neighbours, co-workers and friends. Our community once again recognized this need and demonstrated its generosity contributing over \$1.3 million to our annual campaign. A special 'thank you' to our new campaign chair Laura O'Brien, Director of Resource Development Anne Foster and the entire United Way team for motivating our community to achieve these results.

In addition to the positive campaign result, our Community Impact Agenda is making great strides. The Timeraiser event saw 14 local artists and 14 charities partner to raise over 1400 volunteer hours for our community of Fredericton, Oromocto, and surrounding areas. Our partnership with Shivering Songs and Theatre New Brunswick to host Songs of the City told the transformative stories of everyday people whose lives have been changed by the generosity of our community. This event was a huge success and raised the profile of the need in our community, but also of the great work being done by our partners to help our neighbors. On May 27, the Day of Caring took place across our community which once again saw teams of volunteers paired with not-for-profits helping them complete various community projects. This is just a sample of the fantastic work in this space. I extend a sincere 'thank you' to Jessica Hughes, who recently moved on to a position with St. Thomas University, for her passion and leadership in this portfolio over the past several years. On the other hand, I am very pleased to welcome Roxana Atkinson to the team. She will be joining as the new Director of Community Impact and I am excited to see where she will lead us in this area.

It has been another busy year for the Board. The *Finance Committee* drafted and finalized a new purchasing policy. The *Strategic Planning* committee completed an update of the strategic plan. The *Communications* committee implemented the new communications plan. The *Human Resources* committee finalized our privacy policy, which is now posted on our website. *Admissions and Allocations* completed the program renewal process. The *Community Investment* committee has been preparing for the launch of our new application process, which will launch in the coming year.

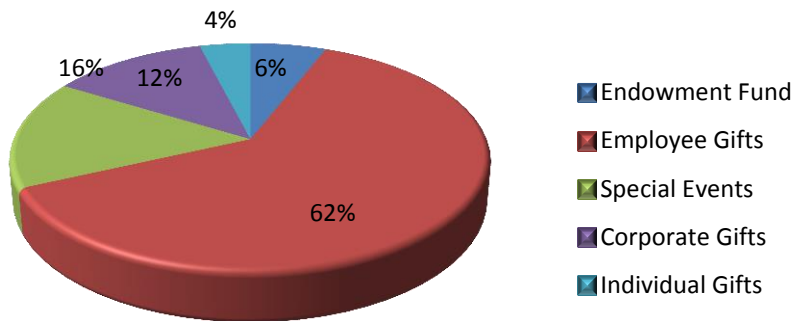
Once again I would like to thank our Board of Directors, volunteers, community partners, businesses, donors and dedicated staff for their work, commitment and passion. Together we are improving lives locally.

A handwritten signature in black ink that reads "Blair McLaughlin" followed by a stylized flourish.

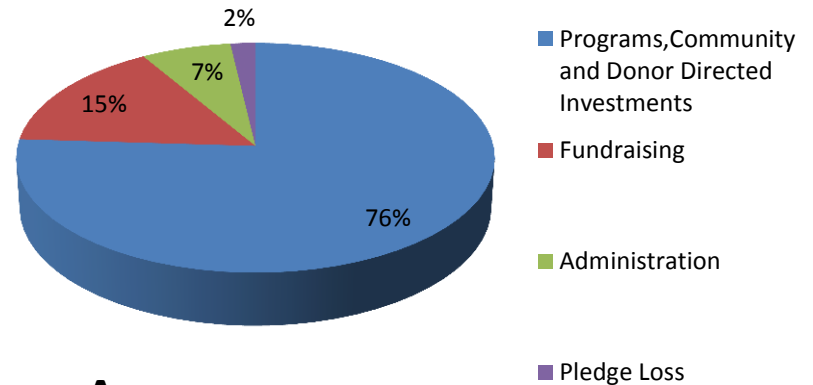
Blair McLaughlin
Board President, 2015-2016

Financial Snapshot

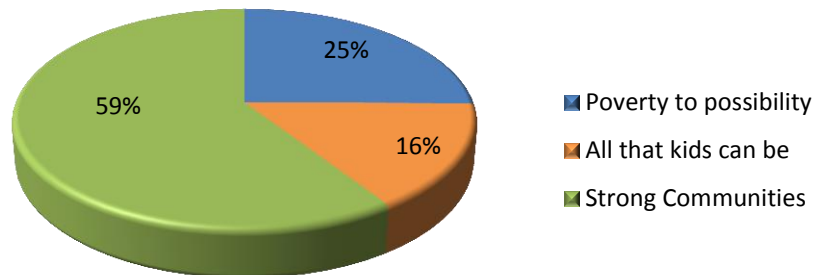
Overview of Donations



Investment and Expenses



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

Adult Literacy Fredericton

- Way to Reading

Capital Region Mental Health & Addictions

- CAGH Coordination

Greener Village Community Food Centre

- Strengthening Community Through Access to Nutritious Food

Fredericton Community Kitchens

- 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

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

Sunbury West Headstart

- Sunbury West Headstart

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

Oromocto Community Residences Inc.

- Dental Services

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.

NB Food Security Action Network

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

Songs of the City

A partnership with *Shivering Songs* & TNB, SOC told transformative stories of people whose lives have been changed by the generosity of our community. Those individuals were paired with TNB to develop their stories which were then interpreted by Canadian musicians and presented at The Playhouse.

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.

Timeraiser

A volunteer matching fair, silent art auction, and night on the town for UW. Participants bid volunteer hours on artwork, non-profits find skilled volunteers, and young professionals find meaningful volunteer opportunities. Win-win-win!

Real Stories. Real Change.

Jermaine and Dria

Jermaine is 17 years old and just recently finished high school. He has been with Big Brothers/Big Sisters Fredericton for 11 years. Jermaine was matched with a big sister, Dria at 6 years old. When Dria applied to be a Big Sister, she assumed that she would be matched with a girl. However, their wonderful BBBS caseworker explained there's a huge need for Big Brothers, so when a boy, parent, and Big agree, a Little Brother can be paired with a Big Sister, and here we are 11 years later reading their story.

"I can still remember the first little outing we went on. It was just a simple drive to Tim Hortons. When we got there, Dria asked what I wanted to get. I had said that I wanted an ice cappuccino. Dria, however, didn't know if my parents actually let me drink them and didn't want to send me home loaded on caffeine on a school night so I had to settle for something else. I'm not entirely sure of what I thought at the time, but I was probably a bit disappointed – first time meeting this lady and she didn't let me have what I wanted. It's safe to say that I've forgiven her since then," Jermaine explained of his first Big Brothers Big Sisters experience.

Being with Big Brothers/Big Sisters all these years has been a fantastic experience for Jermaine, as a "little". He says he has experienced a plethora of things he probably would never have done if he was not with Big Brothers/Big Sisters. Jermaine and Dria have had many fun adventures, like summer trips to New River Beach for the sand castle competition, making pizza, baking cookies, playing mini golf, sea kayaking in Fundy and volunteering together for BBBS and other organizations. Jermaine even taught his big sister to play chess when he took it up in grade 5.



But, Dria explained that her favorite memories revolve simply around her conversations with her Little Brother, "Jermaine inspires me. He's positive, thoughtful, hard-working and courageous. It's been a privilege to watch him grow from a shy 6 year old into an adult with a powerful, quiet confidence. Seeing him walk across the stage to receive his well-earned grade 12 diploma recently was amazing and I am forever grateful to the dedicated BBBS team for matching us. Jermaine is an extraordinary soul and I'm blessed to have him in my life."

Jermaine and Dria have had an amazing journey together through the Big Brothers Big Sisters program however; their success doesn't stop with great memories and a strong friendship. It's thanks to Big Brothers/Big Sisters that Jermaine was awarded the CIBC Youthvision Scholarship, a scholarship valued at \$36,000. It includes summer employment for his high school and post-secondary years, \$4000 in tuition each year for four years, and Jermaine was flown to Toronto to accept the scholarship and celebrate with the other recipients.

2015-16 Board of Directors

Crystal Doucette, Horizon Health

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Joan Kingston, Fredericton Downtown Community Health
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Thank You for supporting our 2015 Campaign!

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Corporation
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Capital Region Mental Health &
Addictions Association
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Eli Lilly Canada Inc
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Enterprise Rent A Car
EPR Daye Kelly & Associates

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EXP Project Services Inc.
FacilicorpNB
Family Enrichment & Counselling Service
Fredericton Inc.
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Forever Fund
Fredericton Boys' & Girls' Club Inc.
Fredericton Community Foundation Inc.
Fredericton Sexual Assault Crisis Centre
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Thank You for supporting our 2015 Campaign!

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Services Inc.)
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United Way / Centraide

Central NB / Région du centre du N.-B. Inc.

Together, 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.

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