

Together, we are possibility.

2016 Annual Report



United Way
Central New Brunswick

We Help People

Mission

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

Our Impact

\$802,982

INVESTED
IN COMMUNITY



47 

PROGRAMS

\$171,703

DONOR DIRECTED
INVESTMENTS



26 

PARTNER AGENCIES

 **10**

COLLABORATORS


United Way Central New Brunswick partners with charities, non-profits, businesses, government, and volunteers to help people right here in our community.

With our focus on impact, we strive to partner for long-term, sustainable change that helps people improve their lives and results in stronger, more resilient communities. Through donations from our community, we are able to invest in 47 strategies, programs, and services through 26 community partners. We focus our efforts on three main areas essential to creating opportunities for a good quality of life: moving people from poverty to possibility, building strong and healthy communities, and helping kids be all they can be.

Our Focus Areas

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



**From Poverty
to Possibility**

**Healthy People,
Strong
Communities**

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

**All That Kids
Can Be**

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

Message from the President

“No one is more cherished in this world than someone who lightens the burden of another.” – author unknown.

One-in-four people require a United Way supported program or service in our community. Every day, United Way and one of the 26 partner agencies we supported in 2016 are helping our family members, neighbours, co-workers and friends. Our community once again recognized this need and demonstrated its generosity, contributing over \$ 1.26 million to our annual campaign. Our fundraising year was not without challenge, but Central New Brunswick donors continued to support United Way as we strive to make this a stronger, healthier community for everyone who lives here. A special thank-you to our campaign chair, Laura O’Blenis and Director of Resource Development Anne Foster for their inspiration, direction and infectious spirit as we worked to secure new donors, and sought to grow corporate participation while supporting our established campaigns. They, in conjunction with the rest of the United Way of Central New Brunswick staff make the impossible seem so easy. Together, we are possibility.

In addition to the positive campaign result, our Community Impact Agenda is making increasingly larger contributions to the community. A few of our key involvements include the United Way partnership with Enbridge Gas for three free movie nights in Carleton Park, which garnered increased success with each movie showing. Our second Timeraiser event featured 30 local artists and 25 charities who partnered to raise over 2,500 volunteer hours for Fredericton, Oromocto and surrounding areas. Our continued partnership with Shivering Songs and Theatre New Brunswick for ‘Songs of the City’ led to expanded outreach with performances in Oromocto and Woodstock. These heartfelt stories of the resilience of everyday people once again highlight the great work that happens daily in our community because of the many agencies that partner with United Way. Further evidence of this could be witnessed as recently as May 26 when Day of Caring took place across our community. This exceptional volunteer event again saw 12 workplaces volunteering at 12 different not-for-profit agencies in our community.

At last year’s Annual General Meeting, we introduced Roxana Atkinson as our new Director of Community Impact, a position which she has taken to new heights. This year it is my great pleasure to introduce Katie Beers as the Director of Communications, a position that we are sharing with our colleagues at United Way Greater Moncton and Southeastern New Brunswick. With her background in communications, non-profits, and student advocacy, Katie will synergize the communication strategies of the two United Ways to raise awareness and engage the public through various streams of media.

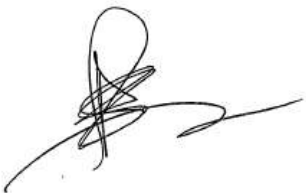
Message from the President

One of the biggest accomplishments by the Board this year was the roll-out of the Community Investment Committee, replacing what was formerly the Admissions and Allocations Committee. The Community Investment Committee marked our United Way's full transition from "umbrella fundraiser" to community impact organization, with a sharp focus on creating partnerships for long-term, sustainable change that helps people improve their lives and results in stronger, more resilient communities. Through the process itself, we stepped into the 21st century, moving away from a paper-process to fully on-line applications. With Roxana's guidance we were able to dial into the agencies needs and understand the outcomes of the many great programs, services, and strategies that are being offered. It will be an ongoing journey, but one that will only better what Central New Brunswick will be able to offer. A special thank you to Pam Brown, our incredible Finance Administrator for her diligence and dedication as she wears a number of hats that keep our organization performing at a high level on a day-to-day basis. I'd also like to acknowledge our Executive Director, Jeff Richardson, whose strong leadership continues to drive United Way's community impact.

I would like to thank our Board of Directors: Heather, Nick, Grant, Crystal, Karolyn, Pat, Erik, Travis, Hailey, Kerry, Ljiljana and Blair. Each has taken on additional tasks in conjunction with their regular Director duties and together we have worked to better the community we live in. And, I'd like to add a special Thank You to Blair McLaughlin. Today marks the end of Blair's 10 year tenure with United Way's Board. Blair has been a passionate and dedicated member of the United Way team, serving as Secretary, Treasurer, Vice-President, President, and now as Past President of the Board. His contributions have been absolutely invaluable, and he will be missed.

I would also like to thank the many volunteers, community partners, businesses, donors and dedicated United Way staff for their work, commitment and passion. Together we are helping people throughout Central New Brunswick.

Sincerely,



Peter Shaw
President
Board of Directors
United Way Central New Brunswick



Board of Directors

Blair McLaughlin
Past President
Bell Aliant

Peter Shaw
President
UPS

Heather Dubé
Vice President
Department of
Social Development

Grant Furlotte
Treasurer
Investors Group

Nicholas Russon
Secretary
Stewart McKelvey

Hailey Hughes
Student Representative
St. Thomas University

Ljiljana Kalaba
Multicultural
Association of
Fredericton

Crystal Doucette
Chalmers Regional
Hospital

Karolyn Martin
St. Thomas University

Patrick Wall
Enbridge Gas NB

Kerry Wells
Ginger Designs

Travis Quigley
Department of Health

Erik Matchett
NB Power



United Way Staff

Jeff Richardson
Executive
Director

Roxana Atkinson
Director of
Community Impact

Anne Foster
Director of Resource
Development

Pam Brown
Finance
Administrator

Adam Murray
Communications
Coordinator

“ Our small - but mighty - team is working diligently year-round to generate funds that will be invested for great community impact in Central NB ”

– Jeff Richardson
Executive Director

United Way Interns

United Way of Central NB is pleased to support student internship opportunities year-round. Supporting progressive experiential learning for students is important as it exposes students to community level programs, services, and strategies supported by United Way that are promoting positive social change.

Internships are mutually beneficial for the student and United Way, as not only do they add a new set of helping hands to the work we do, but also promote invigorating discussions, new perspectives, and problem solving amongst UW staff and volunteers.

2016 Interns:

Canada Summer Jobs Program

- Abigail Dolan- Renaissance College student

STU, Social Action Field Placement

- Emma Garnhum
- Olivia Sorensen
- Joshua Daigle
- Alyssa Hayter

2016 internship projects included supporting:

- Day of Caring
- Community Conversations
- Student United Way
- UW Student Impact Committee
- GenNext
- UW HERO program
- United Way community events
- United Way communications

Community Investment Committee

In 2016, United Way renewed all 2015 agency allocations, continuing our commitment to programs and services that impact the lives of 1-in-4 individuals in our community. In addition to these renewals, United Way of Central NB provided funding to support the Community Action Group on Homelessness in support of a community-wide strategy to end chronic and episodic homelessness in our community.

In September 2016, United Way invited all registered charities to apply for the first round of applications for funds from our new Community Investment Committee (CIC). This process replaces our former Admissions and Allocations Committee. This process marked the final shift from United Way’s traditional “Member Agency” model to a full community impact model. Investments focus on achieving specific outcomes related to United Way’s focus areas and are based upon the needs of our community.

The CIC thoroughly reviewed and scored 62 applications from 35 agencies, and based decisions upon:

- Community need;
- Quality of strategies and anticipated outcomes;
- Financial need of the agency; and
- Available funds in the Community Fund.

Applications were reviewed and scored by the CIC. The committee consisted of 10 community members, representing a variety of disciplines. The key function of the CIC is to ensure that every donor dollar is spent responsibly, and where it will make the biggest impact.

The CIC put forward recommendations to the Board of Directors, who approved allocations of \$520,000 supporting 25 agencies, and 47 programs, services, and strategies for 2017.

Members

Petra Bergner
Director of Human Resources
Department of Finance, SNB

Blair McLaughlin
Past President
United Way Central NB

Roxanne Reeves
Professor
Renaissance College, UNB

Cathlia Ward
Student
University of New Brunswick

Samantha Bosca
Branch Manager
RBC

Greg Moffitt
Principal (Retired)
Garden Creek Elementary
School

Kate Rogers
Deputy Mayor
City of Fredericton

Jeff Richardson (Ex-officio)
Executive Director
United Way Central NB

Tim Fox
Executive Director
Fredericton Community Foundation

Travis Quigley
Board of Directors
United Way Central NB

Peter Shaw
President
United Way Central NB

Roxana Atkinson (Ex-officio)
Director of Community Impact
United Way Central NB

Funding possibility through:

All that kids can be

- Big Brothers Big Sisters
- Boys & Girls Club of Fredericton
- Capital Region Mental Health & Addictions
- Fredericton Sexual Assault Crisis Centre
- Scouts Canada Riverton Area
- Sunbury West Headstart
- United Way Be a Leader, Be a Hero
- United Way Student Impact Committee



Partnering to help kids succeed at school & successfully transition into adulthood

Healthy people, strong communities

- Ability New Brunswick
- Adult Literacy Fredericton
- Capital Region Mental Health & Addictions
- Chimo Helpline
- CNIB
- Community Food Smart
- Easter Seals New Brunswick
- Family Enrichment & Counselling Services
- Fredericton Sexual Assault Crisis Centre
- Hospice Fredericton
- John Howard Society of Fredericton
- Liberty Lane
- Meals on Wheels
- NB Food Security Action Network
- New Brunswick Association for Community Living
- OPAL Family Services
- "Raise the roof" Food Depot project
- Student United Way
- Timeraiser



Working together to improve access to social & health services & supporting community inclusion and engagement

From poverty to possibility

- Ability New Brunswick
- Community Action Group on Homelessness
- Fredericton Community Kitchens
- Fredericton Downtown Community Health Centre
- Fredericton Homeless Shelters
- Greener Village Community Food Centre
- Jobs Unlimited
- John Howard Society of Fredericton
- Liberty Lane
- Meals on Wheels
- NB Association for Community Living
- Oromocto Community Residences
- Youth in Transition



Partnering to break the cycle of poverty & strengthen our community

Our 2016 funded partners do everything they can to help create a stronger, healthier Central NB.

Community Action Group on Homelessness

**MAYOR'S TASK FORCE
HOMELESSNESS**



**GROUPE DE TRAVAIL DU MAIRE
SUR L'ITINÉRAIRE**

United Way is a member of the leadership team of the Community Action Group on Homelessness (CAGH), a community-wide strategy including nonprofit organizations, government representatives and community leaders who are working together to end homelessness in Fredericton. This year, we had the privilege of participating on the Mayor's Task Force on Homelessness. The Task Force's final report can be found at www.roadhomefredericton.com, and represents the cumulative effort of a diverse and dedicated team of individuals who worked to identify 18 key actions within the City of Fredericton's jurisdiction that support the vision of ending chronic and episodic homelessness in Fredericton.

The Task Force resulted in an exciting new partnership between United Way and the Fredericton Community Foundation. Our two organizations have partnered for the creation of a fund designed to provide capital for the construction of Housing First developments and to serve as an enduring endowment that will support their long-term, sustainable maintenance.

The goal of the Fund is to raise \$1.4 million to enable the creation of 40 new Housing First units in greater Fredericton. These funds will be used to leverage provincial and federal investments to create a model of sustainability. Community business leaders and individuals have stepped forward to create the Housing First Fund Campaign Council, the mechanism that will drive the fundraising efforts for the Fund. Council members have each individually pledged \$35,692 to kick-start the fund and challenge others in their networks to also participate in this unique opportunity to forever change the way we respond to homelessness. The fund has already quietly raised close to \$500,000. The Campaign Council will be taking this effort to the community and hope to reach their goal of raising \$1.4 million by the end of this year.



Student Impact Committee

United Way is offering students across Central N.B. the opportunity to make a difference in their community. By joining the United Way Student Impact Committee (UWSIC), students take on an active leadership role in their communities and experience the community investment process by inviting organizations to submit program applications. UWSIC members then evaluate the funding applications that are submitted, interview applicants directly about their project idea, and decide as a committee where the best community investments can be made.

During the 2016- 2017 school year, United Way worked with students from the St. Thomas University School of Social Work to redesign the Student Impact Committee program. Oromocto High School was the first school to pilot the new program. The SIC invested \$1500 towards Grace House's beautification project and \$500 towards the Alzheimer Society of New Brunswick's Minds in Motion program. This youth-led initiative enables student leaders to make lasting and measurable change in their community.



Student United Way

Student United Way aims to bridge the gap between campus and community by connecting students to community organizations, meaningful volunteer opportunities, and supporting the development of leadership skills.

In 2016, Student United Way became an official joint club with members from St. Thomas University and the University of New Brunswick. Students connected to their community by volunteering at Day of Caring, STU's Day of Action Songs of the City, and Timeraiser. In addition to actively recruiting new members throughout the year, students revamped the Student United Way toolkit, providing excellent detail to shape future volunteer opportunities and engagement of future members.

We're proud to be the first location in Canada to support a Student United Way and look forward to growing our numbers and initiatives through the student movement.



Community Impact Initiatives

Community Food Smart

UW is a founding partner of CFS, a bulk food buying club for individuals and families wishing to purchase quality produce at affordable prices. In 2016 we celebrated the 3rd anniversary of our CFS program, with over 400 members participating in Fredericton, Oromocto, Kingsclear, Nackawic, Chipman, Minto, Geary and Fredericton Junction.

NB Food Security Action Network

As members of the NBFSAN Advisory and Human Resources Committees, United Way supported the Network with "Everybody Eats" – a provincial initiative looking to increase conversations on food and its importance in New Brunswick. UW also provides administrative support and office space for the Network.

Nourishing Minds NB

As a member of the Advisory Committee, United Way is partnering with Nourishing Minds NB to feed children and youth by promoting and supporting food and nutrition programs in partnership with communities, donors, local food producers, and local schools. This initiative aligns with United Ways goal to ensure that all kids succeed in school.

Secret Path: Reconciliation in our community

UWCNB partnered with Shivering Songs to launch this year's festival with a screening of Secret Path, Gord Downie's film about a 12 year-old who died fleeing a residential school.

Following the film, we partnered with UNB's Mi'kmaq-Wolastoqey Centre to host a conversation where community members shared their reactions to the film and discussed the meaning of truth and reconciliation for our community.

The conversation was moderated by former Lieutenant Governor Graydon Nicholas.

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 in Fredericton, Woodstock, and Oromocto.

Timeraiser

Timeraiser offers a unique way for nonprofits to meet talented new volunteers and to promote their good work to a wider audience. After raising 1,400 volunteer hours in 2015, our team geared up to make our second event bigger and better. The United Way paired up with Isaac's Way, FeelsGood Community, Capital Arts Support, and the Framework Foundation to plan a 2017 event. In 2017, the National Timeraiser goal is to collectively raise more than 150,000 volunteer hours for nonprofits across Canada.

ESIC's One-Stop Shop Advisory Working Group

Through this group, UWCNB is engaged in research and documentation of various ways and methods that information about government and non-profit programs and services is made available to the public. The group will recommend a strategy that supports the creation of a "one-stop shop" that provides updated information about government and non-profit programs related to economic and social inclusion. The strategy will also include a detailed implementation plan.

NB Experiential Learning Steering Committee

The NBELSC facilitates the development and growth of experiential education opportunities for NB students. UWCNB participates as a representative of community organization employers and works to facilitate collaboration among universities, industry and community partners, and government in offering and maintaining student experiential learning programs in NB.

Day of Caring

Day of Caring 2016 was a tremendous success that saw remarkable work and long term impact from our volunteers. With weather that was great for outside work, over 120 volunteers completed projects at 14 different charities and nonprofits in our community. The projects included painting, landscaping, construction, cleaning, organizing or administrative support.



THANK YOU

to the volunteers from

CIBC
Stewart McKelvey
ANBL
Cominar
NB Power
UPS
BMO
RJ Bartlett
Bell Aliant
Accenture
Ignite Fredericton
5CDSG CFB Gagetown
CIBC Contact Centre
UNB
Enbridge Gas NB

Campaign Highlights

The 2016 Campaign kicked off in fine style to a sold out crowd at our annual luncheon. Thank you to all of the businesses that purchased tables and sponsorship.

Over 100 businesses in Central New Brunswick supported us through workplace campaigns and with corporate donations. In addition, 3,262 individual and workplace donors came together to support their community. A special thank you to our amazing Campaign Chair Laura O'Brien for all of her support and dedication throughout the campaign.

The campaign would not be successful without the hundreds of volunteers that give their time to support us.



Sponsored Employee Program

Each year, community-minded businesses loan one of their employees to the United Way to assist with the annual campaign. This offers great support to our office, provides valuable professional development opportunities to the employee, and serves as an opportunity for recognition and visibility for the organizations.

This marks the 16th consecutive year that UPS has provided us with a sponsored employee, and the 3rd year for ANBL. A huge thank you to our 2016 Sponsored Employees for all of their hard work and dedication.



Kerry Hanson
ANBL



Pam Mofford
UPS

Workplace Team Captains

Each year hundreds of employees volunteer their time to help run employee giving campaigns in their workplaces. They help keep the workplace motivated and make sure their colleagues know the impact of their donations to United Way. Their role is vital to the success of the campaign. Thank you to all Captains and their teams!



“UPS employees know that no matter how rough you think your life is there will always be someone who has to face things that are rougher than yours. I believe that giving back to your community is one of the most important and significant things one can do in your life. The value in what you give, whether in money or time, can make such a lasting change to so many people. My life has been forever changed by those in our community that have chosen and continue to give back to the community. I believe in the United Way because the community believed in me.”

- Diana Hetherington
UPS

Top 20 Campaigns

Employees of the Province of New Brunswick

UPS

5th Canadian Division Support Base Gagetown

Forever Fund

University of New Brunswick

Employees of the Federal Government

NB Power/Énergie N-B

Enbridge Gas New Brunswick

City of Fredericton

CIBC

BMO Bank of Montreal

RBC Group

Costco

Bell Canada

TD Financial Group

St. Thomas University

Scotiabank

CGI

Atlantic CAT

Cominar

Together, we are possibility.

THANK YOU

We could not have delivered such huge impact without great workplaces, employees, and volunteers like you!

Ability New Brunswick Inc.	J Clark & Son Ltd.
Accenture Business Services for Utilities	J H Landry Professional Corporation
Allstate Insurance	J. W. Bird and Company Limited
AMEC Foster Wheeler	Jobs Unlimited Inc.
Argyll Associates Ltd	KPMG
Bayview Trucks & Equipment	L & A Metalworks Inc
Big Brothers Big Sisters of Fredericton and Oromocto Inc.	Law Society of New Brunswick
Blanchard & Soicher Optomotrists Professional Corp.	Leonard Corporation Ltd
Brewer Foundation	Manulife Financial
Brookfield Asset Management	Maple Leaf Homes Inc.
Canada Post Corporation	Mariner Partners Inc.
Canadian National Institute for the Blind	Maritime & Northeast Pipeline(St.Clair/Duke/Union Gas/Spectra)
Citifinancial	Mecca Corporation
City Motel	Medavie Blue Cross
Cloud 5	National Bank of Canada
Co-operators Group Limited	NBCC
Covey Office Group Inc	Office Interiors
Deloitte	Olymel
State Farm Insurance	OPAL
Easter Seals NB/CRCO	OPUS International Consultants (Canada) Ltd.
Eastern Designers & Company Limited	Oromocto Community Residence Inc
Eli Lilly Canada Inc	PepsiCo Foods Canada
Enterprise Rent A Car	Professional Loss Control Ltd
EPR Daye Kelly & Associates	R J Bartlett Engineering
ESRI Canada Ltd	Shaw Group Limited
FacilicorpNB	Stewart McKelvey
Family Enrichment & Counselling Service Fredericton Inc.	St-Hubert Rôtisserie Fredericton
Fredericton Boys & Girls Club Inc.	Sun Life Financial
Fredericton International Airport Authority Inc.	Tek Consultants Limited
Fredericton Sexual Assault Crisis Centre Inc.	Tim Horton Donuts
Freedom 55 Financial	Town of Oromocto
General Mills Canada Inc.	TransCanada PipeLines
Ginger Design	United Way/Centraide (Central NB) Inc
Graystone Brewing Inc.	Wawanesa Mutual Insurance Company
Great West Life Assurance Company	Wilson Insurance Limited
Helark Investments Ltd.	Xerox Canada Ltd
Horizon Health Network	Xplornet Internet Services
HSBC Bank Canada	York Street Enterprises Inc.
IBM Canada Limited	York Sunbury Law Society
Innovatia Inc.	
TW Construction Products	

Together, we are possibility.

United Way Awards



Welcome to United Way Awards



Ginger Design

Spirit of United Way Awards



Innovation Award

Largest Campaign Growth



United Way Community Engagement Award

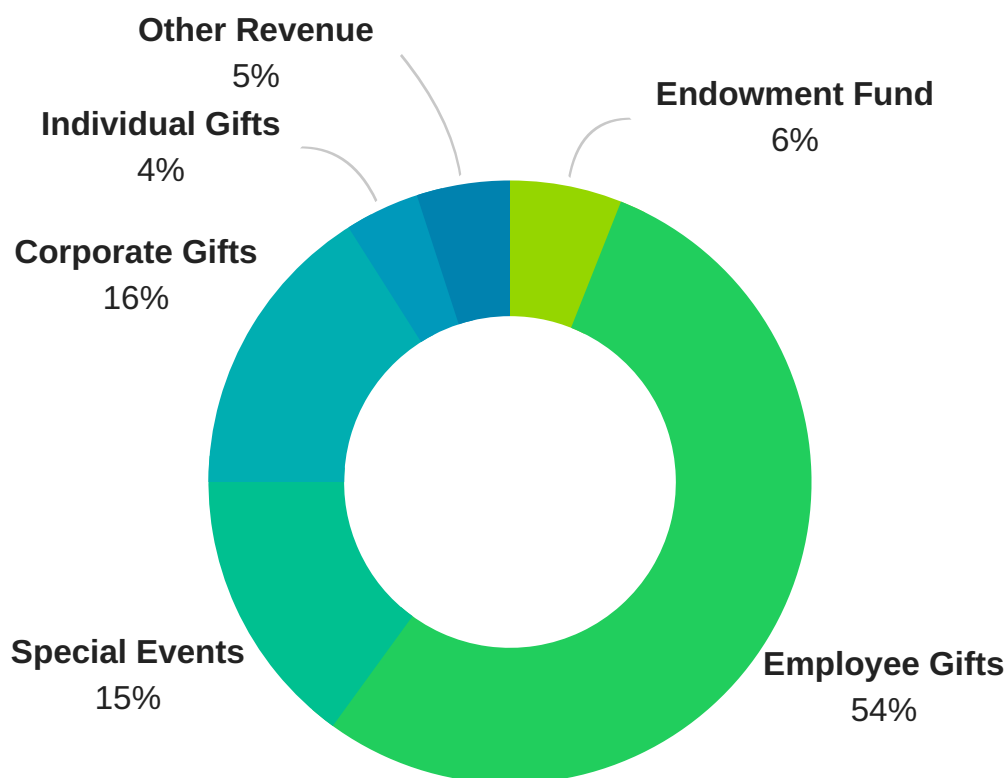
Corporate Excellence Award



Énergie NB Power

Financial Report

We are all in this together. In 2016, you helped us raise \$1,266,946 million for the counties of York, Sunbury, Queens, Carleton, Victoria, Madawaska, Restigouche and parts of Northumberland.



Corporate Gifts	\$ 212,674
Individual Gifts	\$ 52,163
Employee Gifts	\$ 717,625
Special Events	\$ 203,984
Endowment Fund	\$ 80,500

Total raised in 2016 Campaign: \$ 1,266,946

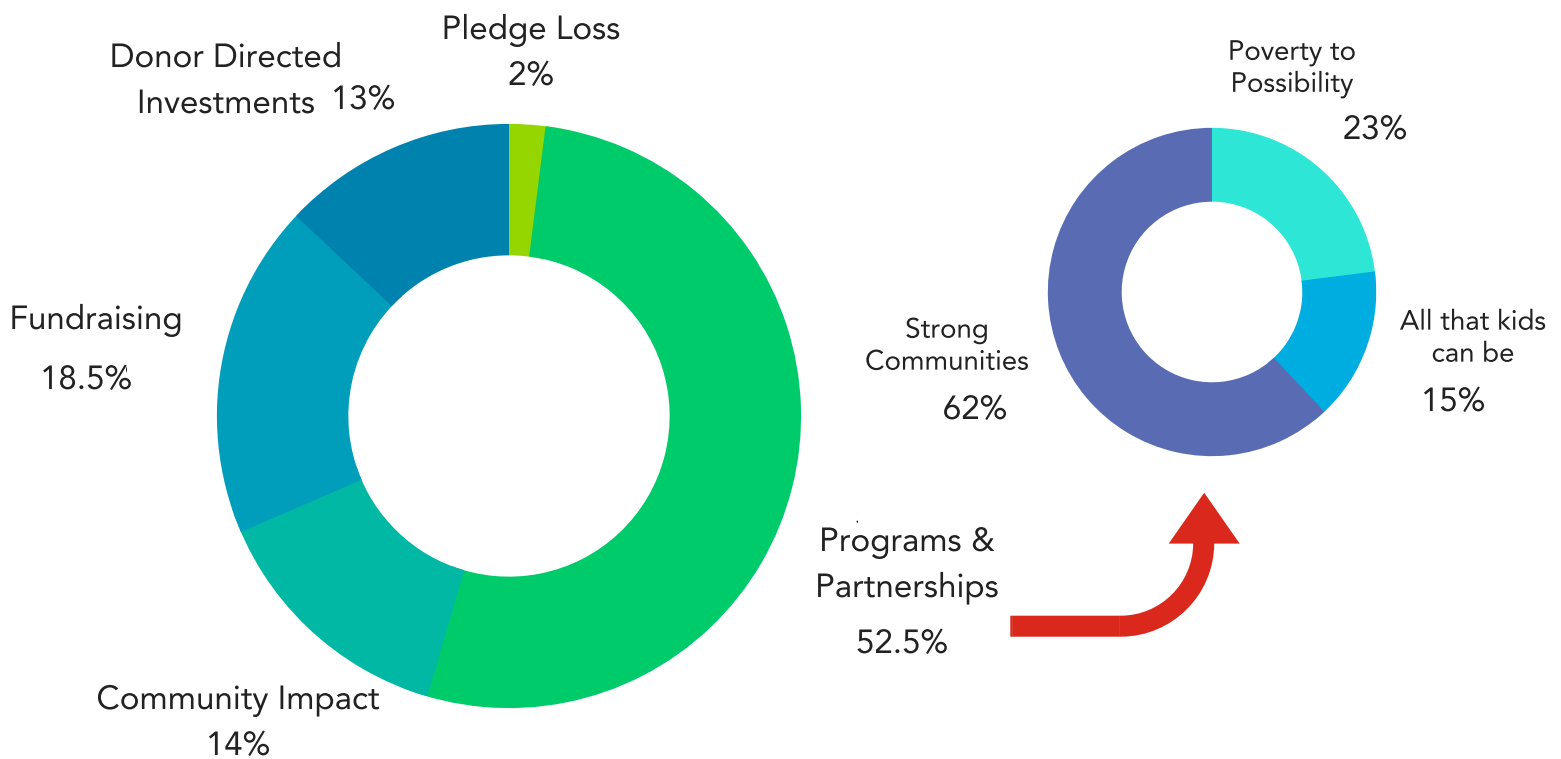
Campaign Revenue Prior Year	\$ 26,038
Other Campaign Revenue	\$ 9,635
Other Revenue	\$ 17,757

Total Revenue \$ 1,320,376



United Way
Central New Brunswick

How the funds were invested



Funded Programs & Partnerships \$ 677,978

Poverty to Possibility	\$ 153,844
All that kids can be	\$ 101,487
Strong communities	\$ 422,647

Community Impact	\$ 179,845
Fundraising	\$ 241,948
Donor Directed Investements	\$ 171,703
Pledge Loss	\$ 18,700

Total Expenses: \$ 1,290,174

View our full Financial Statements online at: unitedwaycentral.com/report-to-thecommunity/

THANK YOU!