

2017-2018 REPORT TO THE COMMUNITY



United Way
Central New Brunswick



TRACKING YOUR GIFTS IN OUR COMMUNITY

Your donation is the lunch that feeds a student who came to school hungry, the call answered for someone who is contemplating suicide, and the warm bed in a safe space for someone who has nowhere else to go.



+18,000

people supported
through our
community partners



\$1,296,337

dollars raised.



26

community partners and non-profits funded.



48

programs, initiatives & collaborations supported.

2017 FUNDED AGENCIES

- Ability New Brunswick
- Adult Literacy Fredericton
- Big Brothers Big Sisters Fredericton & Oromocto
- Boys & Girls Club of Fredericton
- Capital Region Mental Health
- Chimo Helpline
- CNIB
- Easter Seals New Brunswick
- Family Enrichment & Counselling Services
- Fredericton Community Kitchens
- Fredericton Downtown Community Health Centre
- Fredericton Homeless Shelters
- Fredericton Sexual Assault Centre
- Greater Fredericton Social Innovation
- Greener Village Community Food Centre
- Jobs Unlimited Fredericton
- John Howard Society of Fredericton
- Liberty Lane
- Meals on Wheels of Fredericton
- Multicultural Association of Fredericton
- New Brunswick Association for Community Living
- Opal Family Services
- Oromocto and Area Food Bank
- Scouts Canada Riverton Area
- Sunbury West Headstart
- Youth in Transition


Key:

- All That Kids Can Be
- Strong Communities
- Poverty to Possibility



18,300

individuals directly impacted.



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 48 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.

MISSION

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

WE HELP PEOPLE



MESSAGE FROM THE PRESIDENT

Every day, United Way in conjunction with one of the 26 partner agencies we support are helping 1 in 4 family members, neighbors, co-workers and friends in our community. Our community once again recognized this need and demonstrated its generosity by contributing over \$1.29 million to our annual campaign, resulting in 17,009 lives changed. A special thank you to our campaign chair, Laura O'Blenis for her inspiration, direction, and dedication which helped us reach our goal.

In addition to the positive campaign result, our Community Impact agenda is making an increasingly larger contribution to the community. A few of our key involvements include our partnership with Enbridge Gas for free movie nights in the park during the month of August. The increase in participation from community members combined with great donated snacks resulted in a donation of over \$3000 to the community fund. Our continued partnership with Shivering Songs and Theatre New Brunswick to host Songs of the City lead to another inspiring evening of powerful stories to a full house at the Fredericton Playhouse. These heartfelt stories of everyday people once again highlighted the great work that happens daily in our community. Our most successful Day of Caring to date took place on May 25, where 31 workplace teams made up of 215 volunteers, worked with 20 non-profits and charities to complete various projects.

We have continued to build on the Community Investment Committee's application process. Our team of Board Members and external community members saw even more defined outcomes and goals which really highlighted the great work being done with funding from United Way. Roxanna once again kept us focused and on task to disburse funds to support 48 programs and 26 agencies. With the close of the campaign at Government House in March, we were able to not only unveil our successful campaign results but also the opportunity to provide additional funding for more programs. With the 2017 campaign also came an increased emphasis on marketing and communications. We unveiled a new website and expanded our communication toolbox to include updated videos and printed material. We also increased our social imprint using Facebook, Instagram, and Twitter to keep our followers up to date about everything we do at United Way of Central New Brunswick.

I would like to thank our Board of Directors Heather, Nick, Grant, Crystal, Carolyn, Pat, Travis, Abby, Kerry, Ljiljana, Michelle, Petra, and Inem. Each has taken on additional tasks in conjunction with his or her regular director duties and together we have worked to better the community we live in. I would also like to thank the many volunteers, community partners, businesses, donors who make our work at United Way a possibility. A special shout-out to our dedicated United Way staff Jeff, Pam, Anne, Roxanna, Katie and Kayla for their work, commitment and passion. Together, we are truly helping people.

PETER SHAW
PRESIDENT



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DIRECTOR OF RESOURCE DEVELOPMENT



Roxana Atkinson
DIRECTOR OF COMMUNITY IMPACT

Behind every great organization, there's a team that makes each day better than the last. United Way's team has a million different stories, a million different successes and a million different talents. And all of our team members have one thing in common: we believe that our community can be a better place for everyone who lives here.



Pam Brown
FINANCE ADMINISTRATOR



Katie Beers
COMMUNICATIONS COORDINATOR



Kayla Doody
COMMUNITY LIASON

ST. THOMAS UNIVERSITY SOCIAL ACTION PLACEMENTS

United Way works with St. Thomas University's School of Social Work program to provide meaningful placements for their students in the spring and fall. This year, students worked on Timeraiser, Day of Caring, Living on the Edge and Community Conversations.

Courtney Babineau
Alexander Byers
Emily Cunningham

Megan MacLeod
Dennis Ndawona Mwafulirwa

SUPPORTING STUDENTS

We are fortunate to have a great partnership with St. Thomas University that provides us with the opportunity to help shape and support the careers of future Social Workers. Additionally, we're proud to be the first location in Canada to support a Student United Way for the second year in a row.

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 partner agency fundraisers, STU Cares Day of Action, Songs of the City and other United Way events.

In addition to actively recruiting new members throughout the year, students revamped the Student United Way toolkit, providing excellent detail to shape ongoing and emerging volunteer opportunities and engagement of future members.

"Volunteering in my community is one of the ways I feel I truly make a difference. Moving for university from a different province made it difficult to make friends and find a sense of community. Student United Way allowed me to find friends that shared the same interests as me and create positive change in the place I now call home."

Kayla Doody
President, Student United Way



LIVING ON THE EDGE

December 5th, 2017

With help from our St. Thomas University School of Social Work Students and our friends at United Way Halifax we offered our first-ever Living on the Edge experience in Fredericton.

Living on the Edge is a poverty simulation that provides participants with the opportunity to gain a deeper understanding of the challenges and barriers associated with living in poverty in Fredericton. Upon entering the event space, attendees are assigned a 'character', providing them with detailed information regarding their age, family relationships, potential barriers they experience, and housing and employment challenges. Once they are familiar with their role, they begin to navigate the simulated system. Experiences of utilizing a food bank, social services, health services and the challenges of transportation create an authentic reality for participants.

Through this experience, donors, political influencers, educators, service providers, and community members gained insight into the genuine struggles of those living in poverty. They discovered the complexities of the system and the challenges that arise when one must choose between having food, or paying their rent. By using numbers and replicated services that are available in Fredericton, another layer to the already dynamic experience is created, ensuring that the simulation is as legitimate as possible.

At the end of the event, participants sit as a group as discuss their experiences, character struggles and what they learned. This discussion was riveting, and it truly enhanced the experiences of others as they realized that the challenges experienced were different for everyone involved.

COMMUNITY CONVERSATIONS

November 25th, 2017 - Minto

December 1st, 2017 - Oromocto

November 17th, 2017 - Fredericton

With help from our St. Thomas University School Social Work Students, three Community Conversations were organized in communities throughout Central New Brunswick. These conversations allow engaged community members to join us to discuss and share collaborative approaches to existing problems within our area. With events in Fredericton, Oromocto, and Minto, attendees learned about United Way's work in the area, and, in small break-out groups, discussed the question, "What is important to you in your community?" Groups then presented their findings to others.

Community Conversations identified that community members were passionate about solving issues related to: Indigenous communities, mental health, literacy, housing, and food security. The findings from these conversations will help move United Way's agenda forward with local input on how to overcome these challenges.



COMMUNITY ENGAGEMENT

We not only support our community, but we strive to be an actively engaged member of it. Through positive activities such as these, we are ensuring that everyone has an accessible way to be involved.



DAY OF CARING 2017

Day of Caring 2017 was another phenomenal representation of the dedication and support in our local community. Although the weather proved difficult for outdoor work, 8 projects went ahead as scheduled with 3 more happening at a later date, totalling 11 completed projects by over 100 workplace volunteers! These projects included outdoor cleanup, painting, building garden beds, organizing, and providing administrative assistance.

THANK YOU!

Special thanks to the organizations and businesses below for donating their time for Day of Caring 2017:

Accenture

ANBL

Base Gagetown Range Control

CARIS

CIBC

Enbridge Gas NB

Ignite Fredericton

NB Power

RJ Bartlett

Stewart McKelvey

UNB

UPS

MOVIE NIGHTS

Through an incredible partnership with Enbridge Gas NB, we were able to host a series of movie nights in Carleton Park during the month of August. With donated drinks and snacks from Costco, popcorn donated by Epsilon Y's Service Club, and pizza donated by Pizza Delight, we were able to raise over \$3,000 for our community fund. This event was a great opportunity for a collaborative approach to providing our community with positive, engaging, outdoor activities. It was so great to see both new and familiar faces join us under the stars for a family friendly movie experience!

TIMERAISE 150

Timeraiser is a silent art auction where, rather than bidding money on artwork, participants bid volunteers hours on original local art! In partnership with the Framework Foundation, Isaac’s Way, Capital Arts Support Inc., and Feels Good Community, United Way Central NB was thrilled to convene art lovers, local charities, non-profits, and sponsors for a night of creativity and community-building. In the end, we raised over 2,500 volunteer hours for our community! With 31 pieces of art to bid on, 6 live artists, and 25 charities and non-profits to meet, the event was a wonderful success!

Throughout the evening, attendees met with various charities and non-profit organizations to find available volunteer opportunities where they would complete their hours over 1 year.

United Way was proud to be part of Timeraiser150, a Canada 150 Signature Project. Being 1 of 10 Timeraiser150 parties across the country, Canadians collectively raised more than 150,000 volunteer hours for their communities in 2017.

SONGS OF THE CITY

Songs of the City was a special evening of compelling speakers and songwriters that told the transformative stories of everyday people whose lives have been changed because of your ongoing support of United Way of Central New Brunswick.

Stories were shared by clients and volunteers of Opal Family Services, CNIB, the Fredericton Sexual Assault Centre, Jobs Unlimited, and Ability New Brunswick.

This event would not have been possible without the help of these incredible sponsors.

- | | |
|----------------------------|------------------------|
| Shivering Songs | ANBL |
| Theatre New Brunswick | Bell Media |
| Enbridge Gas New Brunswick | RayneMaker Productions |



FREDERICTON HOUSING FIRST FUND

The Fredericton Housing First Fund (FHFF) is a unique trust agreement between United Way of Central New Brunswick and the Fredericton Community Foundation that directly supports the vision set out in *The Road Home: A Plan to End Homelessness Fredericton*. The FHFF has been 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 enable the creation of 40 new Housing First units in greater Fredericton.

The FHFF was born from the efforts of the Mayor's Task Force on Homelessness, which was initially formed to examine what role our municipal government can play to help achieve the goals set out in *The Road Home*. However, Task Force members reached well beyond their initial mandate and created long-lasting partnerships and initiatives that will continue to benefit our community long after the completion of the Task Force. One such long-lasting and independent by-product was the creation of the Fredericton Housing First Fund.

In the few short months since the inception of the Fund in 2017, \$999,376 has been raised. Remarkably, this total has been raised across 21 donors, each contributing a minimum of \$35,692 (with some making multiple contributions). Their collective generosity will kick-start the construction of 28 Housing First units throughout the city, with the first builds anticipated before the end of 2018.

28 OF 40 UNITS FUNDED



= 1 contribution of \$35,692



= Housing First units yet to be funded

SPECIAL THANKS TO OUR COMMUNITY DONORS

Isaac's Way Restaurant
The J.T. Clark Family Foundation Inc (2)
Jim & Beth Clark
David & Elizabeth Wilson Family Foundation
Grimross Brewing Corp. Stephen
Dixon & Dawn Vincent-Dixon
John & Pam Clark (2)
Bird Holdings Ltd
René Blanchard and Lori Northrup
Colpitts Development
Anonymous (2)
Springhill Group of Companies
D.W. Clark Services P.C. Inc
Crosspoint Church (2)
Brian Jones
Lesley Steele
Marcel LeBrun
City of Fredericton (3)
Teed Saunders Doyle-Bird Holdings Ltd
Richard and Michele McGuigan
Bringloe Feeney LLP
Tim Clark



NEW BRUNSWICK FOOD SECURITY ACTION NETWORK

Food and food security are increasingly on the minds of New Brunswickers. The New Brunswick Food Security Action Network (NBFSAN) envisions a New Brunswick that is informed, connected, and engaged in food security for all. The NBFSAN is administered with the support of the United Way of Central New Brunswick.

Over the past year, the NBFSAN launched Everybody Eats, an engagement process that saw 577 New Brunswickers discuss food and its importance in our province. To hear what was top of mind, the NBFSAN organized a public forum in each region and paired the discussion with a hands-on workshop.

The results are now being tallied. This year, we'll see action being taken on the issues that matter most. New Brunswickers didn't waste time, however, and used the forums and kitchen table conversations as opportunities to get some great ideas off the ground. For example, the Community Food Smart program - offering fresh veggies and fruits at a wholesale price - that has been quite successful in the Capital region has now been adopted in Carleton, Victoria, Sunbury, and Madawaska counties!

In addition, new regional networks to support food security are popping up to help keep the momentum going. Prior to launching Everybody Eats, our province had five regional food security groups. And now, just one year later, there are thirteen!



TACKLING FOOD INSECURITY

United Way of Central New Brunswick is proud to collaborate with 9 different organizations on initiatives to improve access to healthy and affordable food throughout our region.



NACKAWIC & AREA COMMUNITY FUND

United Way has partnered with community members in Nackawic to pilot the Nackawic and Area Community Fund. The Fund will enable individuals living in Nackawic and surrounding areas to invest in their community and help their neighbours. Each year, the area's Community Investment Committee will review applications for funding from local charitable organizations and distribute funds to initiatives that help kids be all they can be, move people from poverty to possibility and create strong and healthy communities.

A passionate group of volunteers who want to make a difference in Nackawic are working to raise funds and to engage local individuals in the Nackawic Area, ensure their donations stay close to home, and enable United Way to support more local organizations.

"We are excited to pursue this exciting opportunity with United Way of Central New Brunswick," said Rob Kitchen, Chair of the Nackawic and Area Community Investment Committee. "This fund enables us to support community impact initiatives right here in Nackawic and build a resilient community focused on collaboration," said Kitchen.

The inaugural round of investments in Spring 2018 will support the Nackawic and Area Wellness Committee's Feed the Hawks initiative, Nackawic Public Library's Interactive Learning Centre for Young Children, Nackawic Middle School's new greenhouse initiative, and Nackawic Senior High School's leadership development programs.

Through United Way's approach of investing locally, addressing root causes and working together, Nackawic and surrounding areas will tackle and solve the issues that matter most to their community.



2017 CAMPAIGN

Each campaign comes with an inspiring team of individuals, groups, and businesses that work together to be the change they wish to see in their communities.

Over the past year, we have witnessed incredible growth within our organization, our campaign, and our community. This growth has allowed us to reevaluate what our real mission is: changing lives.

We needed to think of an innovative way to communicate to our donors, a way that would help them and us understand the true purpose of our campaign. Working closely with our partner agencies, we changed our traditional monetary goal to reflect our new vision. At our kickoff, we announced our goal to change 17,000 lives throughout Central New Brunswick.



These 17,000 lives are changed because of your donations to the Community Fund. The United Way Community Fund is the most powerful way to invest in your community, as 1 in 4 residents will be impacted by a local program, service, or strategy that United Way supports. When you donate to the Community Fund, you can be assured that the programs supported through this fund have gone through a rigorous application process where all factors including program necessity, financial need, and the overall impact on community are assessed.

Throughout the 2017 campaign, individuals came together to support the Community Fund through employee giving, corporate donations and fundraisers. Thanks to their generosity and their commitment to the community, we will change 17,009 lives in Central New Brunswick.





CAMPAIGN AWARDS

This incredible group of organizations were recognized at the 2017 Campaign Celebration for their commitment to United Way of Central New Brunswick and to their community.

SPIRIT OF UNITED WAY

The following individuals were nominated by their peers for their promotion of United Way in their organizations:

- | | |
|--------------------|---------------------|
| Jean Scott | Elizabeth Murray |
| Medavie Blue Cross | City of Fredericton |

LARGEST CAMPAIGN GROWTH

The following organization grew their United Way Campaign 2066%:

Medavie Blue Cross

CORPORATE EXCELLENCE AWARD

The following organization displayed a notable commitment to United Way through their employee workplace giving and the corporate giving:

RJ Bartlett Engineering Ltd.

THE UNITED AWARD

The following organizations embody United Way's "Together, we are possibility" philosophy. Their collective action helped us host 3 movie nights in Carleton Park:

- Epsilon Y's Service Club
- Pizza Delight St. Mary's
- Costco Fredericton
- Enbridge Gas New Brunswick



COMMUNITY ENGAGEMENT AWARD

The following organization displayed an unprecedented commitment to their community, United Way and our initiatives through sponsorships, giving and volunteerism:

Enbridge Gas New Brunswick



TOP 20 CAMPAIGNS

1. Employees of the Province of New Brunswick
2. UPS
3. 5th Canadian Division Support - Base Gagetown
4. The Forever Fund
5. University of New Brunswick
6. Employees of the Federal Government
7. Enbridge Gas New Brunswick
8. NB Power
9. Employees of the City of Fredericton
10. CIBC
11. RBC Royal Bank
12. BMO Bank of Montreal
13. Costco
14. TD Financial Group
15. St. Thomas University
16. Scotiabank
17. Bell
18. Vestcor Investment Management Corporation
19. Tim Hortons
20. CGI



TOP CONTRIBUTORS

This incredible group of organizations were recognized at the 2017 Campaign Celebration for being our top 20 contributors to the 2017 United Way Campaign.

TOGETHER, THEY CHANGED

Coming together as a community these 20 organizations showed a continued commitment to giving back and helping their neighbours. With their support alone, we will change

14,785 OF 17,009 LIVES





TEAM CAPTAINS

"As Service New Brunswick's team captain for the past seven campaigns I have been honored to be surrounded by passionate employees, volunteers and donors who want to make a difference in their community. At Service New Brunswick we know it's important to give back to the community where we live and work.

I became involved in the campaign because of the United Way's slogan 'Together, we are possibility'. I believe that great achievements can be obtained when we work together as one. By being involved I better understand the needs of our community and see the success of the United Way. The value we give back to our community is not just measured in dollars and cents but is also measured by the positive changes we provide to people's lives."

- Joseph Kelemen



SPONSORED EMPLOYEES

This marks the 17th consecutive year that UPS has provided us with a sponsored employee. Bobbi-Jo Slipp joined us in September and very quickly became part of the United Way team. Kevin LeBreton, our 2015 UPS sponsored employee, returned for the last 2 weeks in November as Bobbi-Jo received a promotion and was needed back at UPS.

A huge thank you to Bobbi-Jo and Kevin for all their hard work and dedication. We couldn't do it without you!

OUR PARTNERS

United Way of Central New Brunswick is proud to have almost 100 corporate, non-profit and public partners who support us through workplace campaigns, sponsorship and donations.



5th Canadian Division Support Group
Ability New Brunswick
Accenture Business Services for Utilities
Allstate Insurance
AMEC Foster Wheeler
Anglophone West School District
Aramark
Argyll Associates Ltd.
Bayview Trucks & Equipment
Bell Media
Big Brothers Big Sisters of Fredericton & Oromocto Inc.
Blanchard & Soicher Optometrist Professional Corp.

BMO
Brookfield Asset Management
Canada Post Corporation
CNIB
CBC
CBCL
CGI Information Systems & Management Consultants
CIBC
City Motel
City of Fredericton
Cominar
Cooperators Group Ltd.
Costco
Covey Office Group Inc.

Defence Construction Canada
Deloitte
Desjardins State Farm
Easter Seals NB/CRCD
Eastern Designers & Co Ltd.
Eli Lilly Canada Inc.
Employees of the Federal Government
Employees of the Province of New Brunswick
Enbridge Gas New Brunswick
Enterprise Rent-a-car
EPR Daye Kelly & Associates

ESRI Canada Ltd.
FacilicorpNB
Fairstone Financial
Farm Credit Canada
Family Enrichment & Counselling Services Inc.
Forever Fund Endowment Fund of United Way
Fredericton Boys' and Girls' Club Inc.
Fredericton Inn
Fredericton Sexual Assault Centre Inc.
Ginger Design
Grant Thornton
Graystone Brewing Inc.
Great-West Life Assurance Company
Helark Investments Inc.
Horizon Health Network



HSBC Bank Canada
IBM Canada Limited
Innovatia Inc.
J Clark & Son Ltd
J H Landry Professional Corporation
J. W. Bird and Company Limited
J Williamson Engineering
Jobs Unlimited Inc.
KPMG
L & A Metalworks Inc.
Law Society of New Brunswick
Leonard Corporation Inc.

Mama's Pub Eatery
Manulife Financial
Maple Leaf Homes Inc.
Mariner Partners Inc.
Maritime & Northeast Pipeline
Mecca Corporation
Medavie Blue Cross
Mondelēz Canada Inc.
National Bank of Canada
NBCC
NBTA Credit Union
Énergie NB Power
Office Interiors
OPUS International Consultants (Canada) Ltd.
Oromocto Community Residence Inc.

Pepsico Foods Canada
Professional Loss Control Ltd.
RBC Group
R J Bartlett Engineering
R.V Anderson Associates
Rogers Limited
Scotiabank
Shannex
Shaw Group Limited
Shivering Songs
St Thomas University
Stewart McKelvey

St-Hubert Rôtisserie Fredericton (Express)
Sun Life Financial
TD Financial Group
Tek Consultants Limited
Tim Hortons
Toromont CAT
Town of Oromocto
University of New Brunswick
United Way/Centraide (Central NB) Inc
UPS
Vestcor
Wawanesa Mutual Insurance Company
Wilson Insurance Limited
York Sunbury Law Society

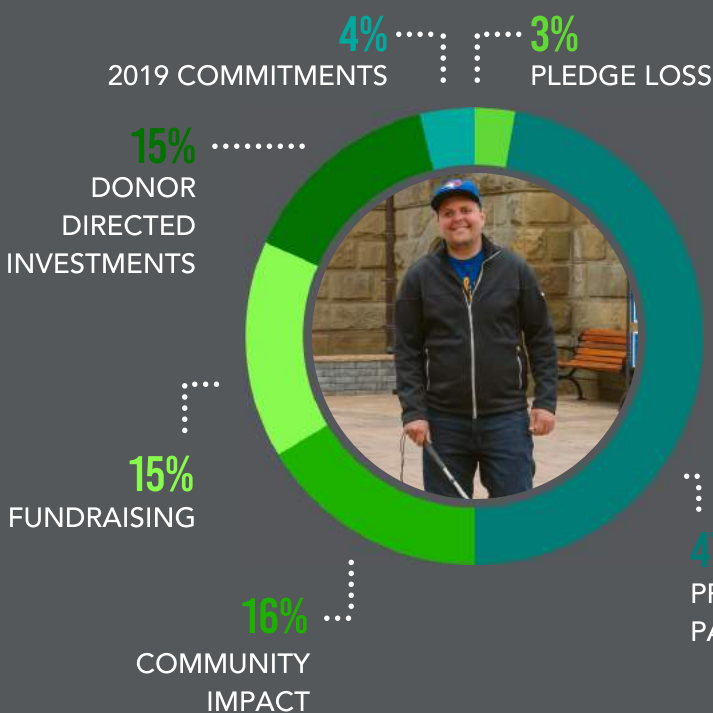
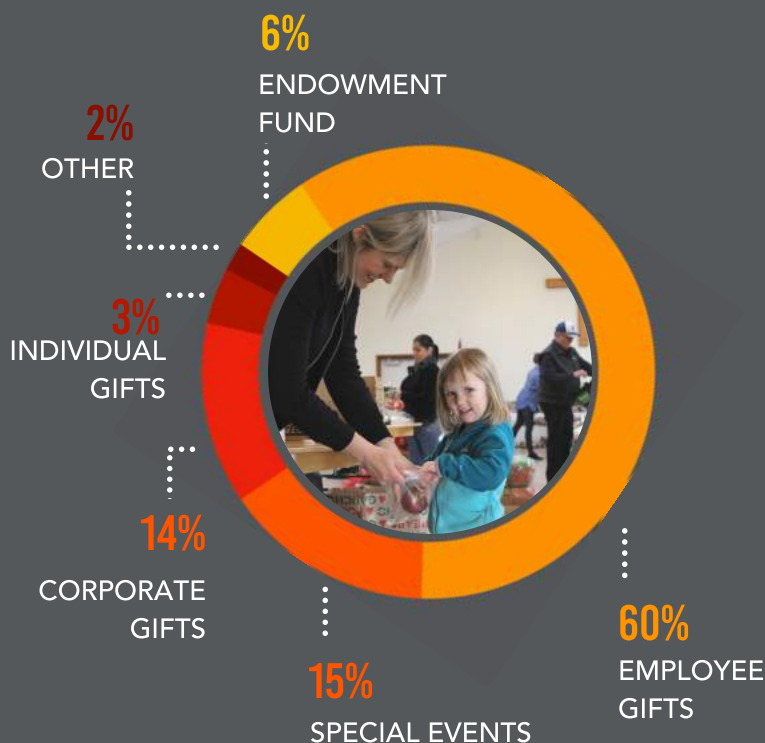
FINANCIALS

YEAR END MARCH 31, 2018

+ WHERE THE MONEY COMES FROM:

The Forever Fund (Endowment Fund)	\$85,400
Employee Gifts	\$826,930
Special Events	\$204,389
Corporate Gifts	\$189,066
Individual Gifts	\$48,500
Other	\$32,254

TOTAL REVENUE	\$1,386,539
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- WHERE THE MONEY GOES:

Programs & Partnerships	\$668,354
Pledge Loss	\$40,862
Community Impact	\$231,199
Fundraising	\$217,392
Other Charities	\$209,801
2019 Funding Commitments	\$53,573

TOTAL EXPENSES	\$1,421,181
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FOR OUR FULL FINANCIAL STATEMENTS, PLEASE VISIT
WWW.UNITEDWAYCENTRAL.COM/FINANCIALS/



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Central New Brunswick

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