

# 2018-2019

# ANNUAL REPORT

## SHOW YOUR LOCAL LOVE



United Way  
Centraide

Central New Brunswick  
Région du centre du N.-B.



# OUR IMPACT

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**24,302** lives  
changed



**\$1,382,848** dollars  
raised



**31** community  
partners



**52** programs and  
initiatives

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## FUNDED PARTNERS

Ability New Brunswick  
Adult Literacy Fredericton  
Big Brothers Big Sisters Fredericton & Oromocto  
Boys & Girls Club of Fredericton  
Capital Region Mental Health and Addictions  
Chimo Helpline  
Chipman Youth Centre  
CNIB New Brunswick  
ConnectFredericton.ca  
Easter Seals New Brunswick  
Family Enrichment & Counselling Services  
Fredericton Downtown Community Health Centre  
Fredericton Homeless Shelters  
Fredericton Sexual Assault Centre  
Jobs Unlimited Fredericton  
John Howard Society of Fredericton

Liberty Lane  
Meals on Wheels of Fredericton  
Multicultural Association of Fredericton (MCAF)  
Nackawic and Area Wellness Committee  
Nackawic Middle School Greenhouse Initiative  
Nackawic High School Hawk's Nest  
Nackawic High School Leadership Development  
Nackawic High School Unified Basketball & Best Buddies  
Nackawic Interactive Learning Center  
New Brunswick Association for Community Living  
New Brunswick Youth Orchestra  
Opal Family Services  
Oromocto and Area Food Bank  
Sunbury West Headstart  
Youth in Transition

# INVESTING FOR IMPACT

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 contribute to the Community Fund, your dollars are going to 31 partner agencies and 52 programs and strategies that your family, friends or neighbours require. By donating to the Community Fund, you are helping children, youth, families, newcomers, disabled individuals and seniors in your area receive the services that are so invaluable in their daily lives.

We support, collaborate and invest in agencies who have proven impact. Through research, consultation and experience, we make sure the right people, organizations and skills are at the table to solve the tough problems. While an emergency fix may help in the short-term, our goal is to create lasting change.

## COMMUNITY IMPACT INITIATIVES

includes work in research, public education, capacity building and advocacy. These efforts are crucial in creating long-lasting, impactful change.

## COMMUNITY FUND INVESTMENTS

These 3 Focus Area investments make up the entire United Way Community Fund. These agencies go through vigorous applications and evaluation by United Way and experienced volunteers.

**\$398,320** *INVESTED IN STRONG COMMUNITIES*

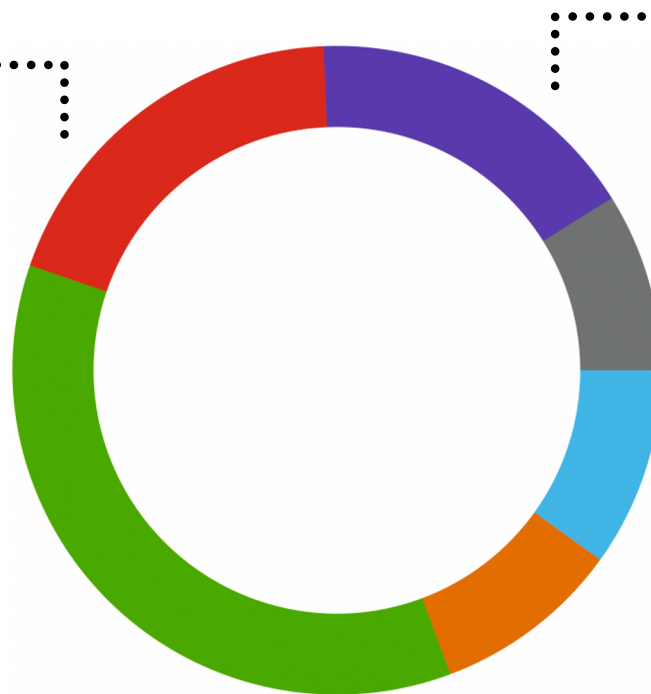
**\$110,000** *INVESTED IN OVERCOMING POVERTY*

**\$104,050** *INVESTED IN SUCCESSFUL KIDS*

**\$211,799** *INVESTED IN COMMUNITY IMPACT INITIATIVES*

**\$185,630** *DESIGNATED BY DONOR CHOICE OTHER NEW BRUNSWICK CHARITIES*

**\$98,748** *DESIGNATED BY DONOR CHOICE OTHER CANADIAN CHARITIES*



## DID YOU KNOW

16% of our total investment in community are designated to charities throughout New Brunswick, that are not evaluated\* by United Way.

## DID YOU KNOW

26% of our total investment to community are invested in programs that are not evaluated\* by United Way.

\*Evaluation includes due diligence around financial stability and governance.

# MESSAGE FROM THE PRESIDENT

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This has been a year of transition at United Way Central New Brunswick. After almost six years serving as our Executive Director, Jeff Richardson moved on to a new role in community. In his time with us, Jeff forged new and valuable partnerships, led growth in our annual workplace giving campaign, and continuously improved our ability to create meaningful impact in the lives of those in need in our community. We are sincerely thankful for the legacy he has created here at United Way and we wish him well in his next endeavours! However, while our team has changed and grown, our commitment and dedication to changing the lives of those in our community remains unwavering. Our move towards focusing on lives changed proved beneficial to our successful campaign, as we raised a staggering 1.382 million for our community, allowing us to change 24,302 lives.

In addition to a positive campaign result, our community impact agenda is making an increasingly larger contribution to our communities. An expansion of the Nackawic and Area Community Fund saw two successful rounds of investments, and with the launch of two United Way Student Impact Committees in McAdam and Chipman we were able to reach a new demographic and create change in new areas.

Our Local Love movement sparked change with local businesses this year, graciously spearheaded by campaign co-chairs Kerry Wells and Andrew Bedford. With their dynamic hunger for community change, they helped welcome five new local businesses to the local love movement. We also held our first ever Soupfest event, one that was wildly successful, delicious and brought lots of excitement to our community. We are also proud to have played a growing leadership role in our community's response to homelessness. This year Jason LeJeune joined our team as the Housing First Project Manager, and this winter we served as a key partner in the creation of a temporary, low-barrier shelter (Out of the Cold) to help those sleeping rough on our streets.

Overall, the success of this past year was translated into the investments of 31 agencies serving 52 programs to people in our community. As President, I could not be more impressed with the community spirit shown by our workplace campaigns and volunteers: you have truly shown your local love. I am excited to see what is in the future for United Way and have a feeling that our upcoming 60th year will be one to remember.

**Heather Dubé**  
**President**

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## BOARD OF DIRECTORS

<b>PRESIDENT</b> Heather Dubé (Social Development)	<b>DIRECTOR</b> Patrick Wall (Enbridge Gas NB)
<b>VICE PRESIDENT</b> Nicholas Russon (Stewart McKelvey)	<b>DIRECTOR</b> Colin Miller (Enterprise Rent-a-Car)
<b>TREASURER</b> Sean Winslow (City of Fredericton)	<b>DIRECTOR</b> Michelle Lockhart (Simplii Financial)
<b>SECRETARY</b> Abigail Dolan (UNB Fredericton)	<b>DIRECTOR</b> Inem Nsimah (Opportunities NB)
<b>PAST PRESIDENT</b> Peter Shaw (UPS)	<b>DIRECTOR</b> Nikol Ralcheva (MCAF)
<b>NOMINATIONS</b> Crystal Doucette (Chalmers)	<b>DIRECTOR</b> Grant Furlotte (IG Wealth Management)
<b>CHAIR</b> Regional Hospital)	<b>DIRECTOR</b> Ian McIntyre (5th Canadian Division Support Base Gagetown)

# UNITED WAY STAFF



Jeff Richardson  
PAST EXECUTIVE DIRECTOR



Tim Fox  
INTERIM EXECUTIVE DIRECTOR



Katie Beers  
INTERIM DIRECTOR OF  
COMMUNITY IMPACT



Roxana Atkinson  
DIRECTOR OF COMMUNITY  
IMPACT - ON LEAVE



Kayla Doody  
COMMUNICATIONS &  
COMMUNITY LIAISON



Anne Foster  
DIRECTOR OF RESOURCE  
DEVELOPMENT

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



# 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 2018

The past year saw the largest ever turn out for Day of Caring! We had over 220 volunteers from 31 teams complete projects at 20 local agencies and nonprofits throughout Greater Fredericton. We kicked the day off with a great breakfast and wrapped it up with a fun barbeque at Picaroons! We couldn't have asked for better weather for this day of incredible impact in our community. Projects included landscaping, outside and indoor painting, flood cleanup, marketing and administration assistance. None of this would be possible without the generous support of our sponsors, Costco, Tim Hortons, Investors Group, Scotts Nursery and A-Z Rental.

Special thanks to the organizations and businesses below for donating their time for Day of Caring 2018:

- |                                 |                         |
|---------------------------------|-------------------------|
| Accenture                       | NB Power                |
| ANBL                            | NBCC                    |
| Bell                            | RJ Bartlett Engineering |
| Cain Boyer Benefits Group       | RBC                     |
| CIBC                            | Simplii Financial       |
| City of Fredericton             | Stewart McKelvey        |
| Enbridge Gas NB                 | STU Social Work Team    |
| Ginger Design                   | UNB                     |
| Employees of the Province of NB | UPS                     |

# MOVIE NIGHTS

Our partnership with Enbridge Gas NB for our Movie Night series also expanded this year! Not only did we host three movie nights in Fredericton, but we expanded to include two movie nights in Oromocto. With donated drinks and snacks from Costco, popcorn donated by Epsilon Y's Service Club, and pizza graciously donated by Papa John's, we were able to raise over \$1,954 for the community fund. This event is always a lot of fun, and to see it grow to include more of our communities is incredible! We are so grateful for the collaboration on this event, and the continued support from our community members to make this series successful.

# SOUPFEST 2019

This year we ventured into uncharted territory with our first ever Soupfest! Our partners at Enbridge Gas NB were the proud presenting sponsor for this inaugural event in Fredericton. Not only was it wildly successful, it was also incredibly delicious! We had 13 restaurants join us for this event, preparing their own unique soup for the competition. During two separate sessions, over 500 community members joined us to sample the wide variety of soups, and then voted for their top three! Thank you to Ben's Trophies for sponsoring the awards!

## Participating Restaurants:

Catch Urban Grill	Immigrant Catering Group
Chess Piece Pâtisserie & Café	Isaac's Way
Dolan's Pub	Kingswood BBL
Fredericton Community Kitchens	LJW Catering
Gahan House Riverside	Master Indian Spice
Greener Village	Chef Rick Catering
	The Abbey Café & Gallery

Competition was fierce, but Chef Rick from Chef Rick Catering came out on top as our SOUPERBOWL 2019 winner with a Roasted Red Bell Pepper and Shrimp Bisque. In total, we raised over \$7,000 for the community fund!

# SONGS OF THE CITY

Songs of the City once again left participants and attendees inspired by the stories of resilience and hope from our neighbours and friends in our community. The impact of this event grew thanks to new sponsorship from Atlantic Lottery, Rogers, Scotiabank, Enbridge Gas NB, ANBL, and the Forever Fund (Endowment Fund of United Way).

Stories were shared by clients and volunteers from the Community Action Group on Homelessness, Adult Literacy Fredericton, John Howard Society of Fredericton, and the Multicultural Association of Fredericton.



# OUT OF THE COLD SHELTER

This winter brought colder weather and a large increase in people who could not afford housing of their own. To respond to this crisis, we partnered with community to open Fredericton's first Out of the Cold: a temporary low-barrier shelter. This initiative provided refuge to people who would have otherwise slept outside during dangerously cold weather. United Way assisted with community coordination, resource development and emergency funding for this critical service which provided shelter for 100 different people in Fredericton over the winter. We have also worked to mobilize funds to help re-house people from the Out of the Cold: 23 people have been housed within first 8 weeks of the shelter's closure.

## OUT OF THE COLD AT A GLANCE



349

volunteers



100

different guests



151

nights



2,718

times people were provided with a safe and warm place at the Out of the Cold

## HOUSING FIRST FUNDS

Recognizing the need to find more long term solutions to end the cycle of homelessness, we have continued to advocate for outcomes set out in The Road Home, and this past year we saw the beginning of initiatives that will help us move forward!

### Fredericton Housing First Fund

This year, we raised \$1.1 million in our goal to build 40 new Housing First units to be owned and operated by Housing First champions in the charitable sector. This year, The fund broke ground in construction of 4 new units by the John Howard Society of Fredericton. These are scheduled to open August 2019!

### Housing First Construction Project Manager

With generous support from the Economic and Social Inclusion Corporation (ESIC), we have brought on a full-time Project Manager to lead construction of these new units! This temporary role will work with the Housing First Fund on all aspects of these new builds to ensure effective and efficient construction and delivery!

### Housing First Services Fund

Workplace campaigns and individual donors have begun investing directly into evidence-based Housing First services here in our community. It was with their support that Housing First initiatives are growing in our community.

## HOUSING FIRST FUNDS AT A GLANCE



HOUSING FIRST FUND

4

new units built 2018/19

11

new units scheduled fall 2019



HOUSING FIRST SERVICES FUND

20%

increase in access to HF services

87%

housing retention rate

# NACKAWIC & AREA COMMUNITY FUND

Our partnership with the community of Nackawic continued to expand throughout 2018. The Nackawic and Area Community Investment Committee completed its first round of funding in Spring 2018, followed closely by its second round of funding during fall 2018.

The inaugural round of investments in Spring 2018 supported 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.

During fall 2018 funding deliberations, funding was granted to the "Hawk's Nest," a program focused on creating safe, inclusive spaces within the school, and to Unified Basketball Best Buddies program, allowing all students to play and engage together.

## STUDENT IMPACT COMMITTEES

Student Impact Committees empower high school students to make decisions on investing in non-profits in their communities. Students identify community needs, evaluate funding applications, interview applicants about their project ideas, and decide where their investment will have the greatest local impact.

With help from the RBC Future Launch Grant, we established three Student Impact Committees at Chipman Forrest Avenue School, Cambridge Narrows School and McAdam High School. The students invested in a number of programs such as a youth leadership program, a pickle ball club, a nursing home, and a food bank!



## EXPANDING OUR COMMUNITIES

With over \$21,354 raised, local organizations and initiatives can continue to offer essential services to members of Nackawic, embodying the local giving, local results philosophy.



# 2018 CAMPAIGN

The campaign hit the starting blocks in September with our kick-off luncheon hosted by our Presenting Sponsor UNB. We had a new message and theme with the introduction of the Local Love Movement; a campaign that focuses on local impact, the love we have for our community, and for our neighbours. It encourages people to show their community love, whether that is through donations, volunteerism, or positive acts of kindness.

Our campaign co-chairs, Kerry Wells and Andrew Bedford, spearheaded the Local Love initiative as a way to ignite community and small business in ways to give back. They approached the business community to get involved with our United Way, and recruited five local businesses, each pledging \$5,000 to our Community Fund. They all found a unique way to demonstrate their Local Love.

The momentum from the Local Love Movement assisted us in achieving a successful overall campaign. Once again the employees of the Province of New Brunswick showed their Local Love by continuing to be our Top Contributor. There was a friendly competition for our #2 spot between UPS and 5CDS-Base Gagetown. We also saw several other campaigns increase this year. For the 18th consecutive year UPS generously provided a sponsored employee. It was a delight to welcome back the incomparable Diana Hetherington who was also our 1st ever UPS sponsored employee from 18 years ago.

This year, through our community's collective efforts, we raised 1.382 million, enabling us to change 24,302 lives through our Community Fund investments. We are consistently amazed by the dedication and passion our donors, volunteers, and supporters demonstrate for their community. Without them, none of this would be possible.



## CAMPAIGN HIGHLIGHTS



105

businesses &  
organizations



3,378

individuals &  
workplace donors



24,302

individuals  
impacted



# TOP 20 CAMPAIGNS

1. Employees of the Province of New Brunswick
2. UPS
3. 5th Canadian Division Support – Base Gagetown
4. University of New Brunswick
5. The Forever Fund (Endowment of United Way)
6. CIBC
7. Employees of the Federal Government
8. Enbridge Gas NB
9. Employees of the City of Fredericton
10. NB Power
11. BMO Bank of Montreal
12. Costco
13. RBC Group
14. Scotiabank
15. St. Thomas University
16. TD Financial Group
17. AV Group Inc. Nackawic Mill & Unifor Local 219
18. Bell
19. Vestcor Inc.
20. Enterprise Rent-a-Car



## TOP CAMPAIGNS

This incredible group of businesses  
were recognized at the 2018  
Campaign Celebration for being the  
top 20 campaigns.

## 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

# 16,020 OF 24,302 LIVES



## WELCOME TO UNITED WAY AWARD

The following companies joined United Way in our movement to change lives by holding their inaugural campaigns:

AV Group Inc. Nackawic Mill & Unifor Local 219  
IG Wealth Management

## INNOVATION AWARD

The following business demonstrated an innovative approach to their campaign by creating a bus called the United Way Express to help link people to their event:

Big Axe Brewery

## LARGEST CAMPAIGN GROWTH

Through fun activities, employee giving, and a corporate match the following organization grew their United Way Campaign 150%:

Enterprise Rent-a-Car

## PRIX D'EXCELLENCE CORPORATIVE

Acknowledges the combined success of employee and corporate giving, as well as corporate sponsorship. The following organizations were recognized for their notable commitment to United Way:

Costco

University of New Brunswick

## THE UNITED AWARD

The following organizations embody United Way's Local Love philosophy. Their collective action helped launch our Local Love Movement:

Big Axe Brewing

Chess Piece Patisserie & Café

Graystone Brewing

Grimross Brewing

Modo Yoga

## CAMPAIGN AWARDS

This incredible group of organizations were recognized at the 2018 Campaign Celebration for their commitment to United Way of Central New Brunswick and to their community.

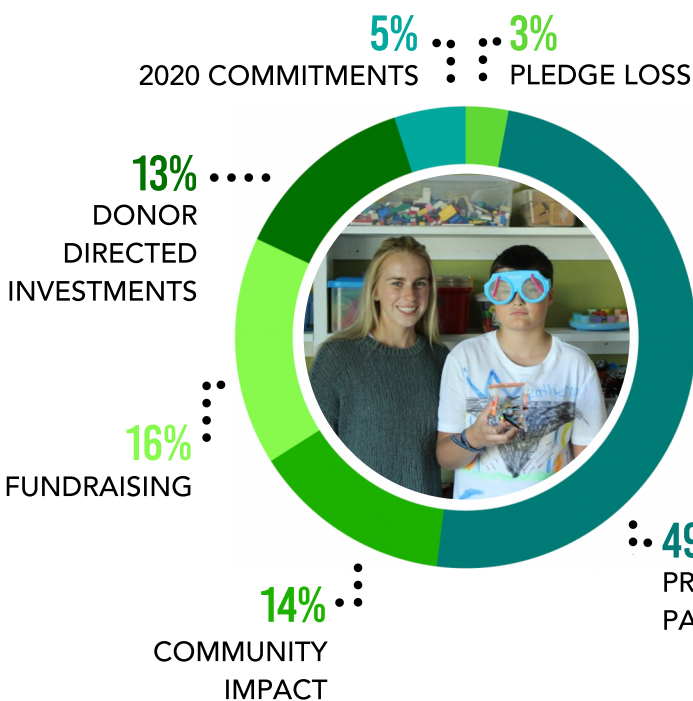
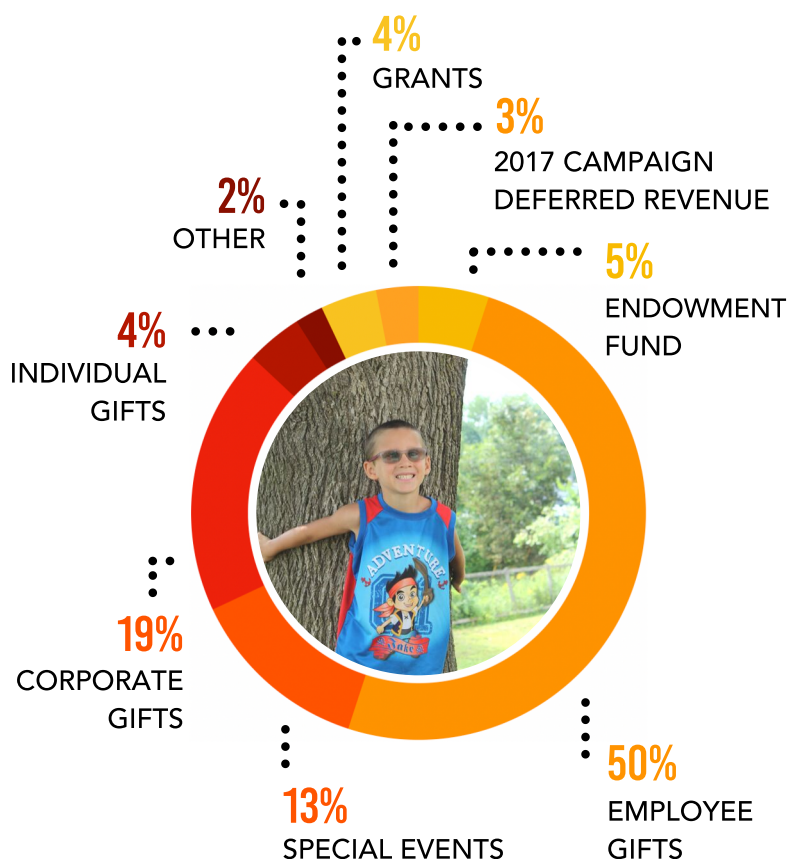


# FINANCIALS

YEAR END MARCH 31, 2019

## + WHERE THE MONEY COMES FROM:

The Forever Fund (Endowment Fund)	\$83,500
Employee Gifts	\$800,201
Special Events	\$203,753
Corporate Gifts	\$307,572
Individual Gifts	\$56,369
Grants	\$66,244
Other	\$24,390
2017 Campaign Deferred Revenue	\$53,573
<b>TOTAL REVENUE</b>	<b>\$1,595,602</b>



## - WHERE THE MONEY GOES:

Programs & Partnerships	\$720,422
Pledge Loss	\$42,661
Community Impact	\$211,799
Fundraising	\$237,983
Other Charities	\$184,849
2020 Funding Commitments	\$67,254

**TOTAL EXPENSES** **\$1,464,968**

FOR OUR FULL FINANCIAL STATEMENTS, PLEASE VISIT  
[WWW.UNITEDWAYCENTRAL.COM/FINANCIALS/](http://WWW.UNITEDWAYCENTRAL.COM/FINANCIALS/)

# OUR PARTNERS

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



5th Canadian Division Support Group  
Ability NB  
Accenture  
Allstate  
Anglophone West School District  
Argyll Associates Ltd.  
Atlantic Central  
AV Group NB Inc. (Nackawic Mill) Unifor Local 219  
Bayview Trucks and Equipment  
Beckman Coulter Canada  
Bell  
Big Axe Brewery  
BMO Bank of Montreal  
  
Canada Life  
CGI  
Chess Piece Patisserie Cafe  
CIBC  
City Motel  
City of Fredericton  
CNIB  
Co-operators Group Limited  
Corporation of the Anglican Parish of Richmond  
Corporation of the Anglican Parish of St. Mary's, York  
Costco  
Covey Office Group Inc  
Dan Lacosta Varsity Goal Tending Inc.

Deloitte  
Desjardins Group  
District 18 Office  
Dobbelsteyn Signs Ltd.  
Easter Seals NB/CRCO  
Employees of the Federal Government  
Employees of the Province of New Brunswick  
Enbridge Gas New Brunswick  
Enterprise Rent-A-Car  
EPR Daye Kelly and Associates  
Epsilon Y's Service Club  
ESRI Canada Ltd  
FacilicorpNB  
  
Fairstone Financial  
Family Enrichment & Counselling Services  
Fredericton Inn  
Forest Hill United Church  
Forever Fund  
Freddy Z Crew  
Fredericton International Airport Authority Inc.  
Fredericton Sexual Assault Centre Inc.  
General Mills Canada Inc.  
George & Karen Erb Foundation  
Global Giving Foundation Inc.  
Graystone Brewing  
Great West Life Assurance Company



Grimross Craft Beer Brewery  
Horizon Health Network  
HSBC Bank Canada  
IG Wealth Management  
Irving Oil Limited  
Isaac's Way  
J H Landry Professional Corporation  
KPMG  
Law Society of New Brunswick  
Lee Valley Tools  
Maple Leaf Homes Inc.  
Mariner Partners Inc.  
Mecca Corporation

RJ Bartlett Engineering  
Rogers Communications  
Scotiabank  
Shannex  
St. Thomas University  
St. Hubert  
Stantec  
Stewart McKelvey  
Sun Life Financial  
TD Financial Group  
Tim Hortons  
The Capital Complex  
Toromont CAT

Medavie Blue Cross  
Mel and Marisa Optometrists Professional Corp  
Modo Yoga  
Modelez Canada Inc.  
National Bank of Canada  
NBCC  
NB Dental Assistants Association  
NB Power / Énergie N-B  
Northgate Investments Ltd  
Office Interiors  
Oromocto Community Residence Inc.  
Pixels for Hope  
Professional Loss Control Ltd.  
RBC Group

Town of Oromocto  
UNB  
Unifor Local 219  
Union of Health and Environment Workers  
Local 60026  
UPS  
United Way/Centraide (Central NB) Inc.  
Vestcor Inc.  
Waterfront Pub  
Wawanesa Mutual Insurance Company  
Wilson Insurance Limited  
Women of Worship – All Saints Church  
Wood  
WSP  
York Sunbury Law Society



**United Way**  
Central New Brunswick

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United Way of Central NB

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