



**United Way  
Centraide**

Central New Brunswick  
Région du Centre  
du Nouveau Brunswick

# IMPACT REPORT

2018-19

UNIGNORABLE

# INVESTING FOR LOCAL IMPACT

As a collective impact organization, United Way Central New Brunswick believes it is critical to be leaders in evidence-based community investment for lasting social change and impact.

With complex challenges facing our communities, it is imperative that we ensure our collective efforts and resources are being invested strategically to create the greatest and most needed impact. For this reason, all programs funded by our United Way undergo vigorous assessment and monitoring processes to ensure that our collective efforts are invested in programs that have the greatest impact on improving local lives.

We know it is important to make well-informed and strategic investments in programs and initiatives that are proven to be urgently needed AND deeply effective. We are proud to report that last year, 85% of programs powered by your United Way contributions reached or exceeded their targets. For example, 89% of participating children from one of our high-needs neighborhoods reached or exceeded their educational goals during their program. That is real social impact.

We work hard to make smart investments in programs that address root causes and make real long-term change. Last year, our United Way supported Housing First services aimed at ending the cycle of homelessness for people who had been chronically homeless. Our contribution of \$25,000 in this program was leveraged to provide services that reduce people's need for emergency/short-term services (i.e., hospitals, ambulances, and policing) by providing them with the supports needed to access and maintain safe, affordable housing. This sort of upstream approach saved taxpayers approximately \$550,000 AND saved lives.

Our annual Impact Report is meant to show how contributions from community (i.e., skills, time and funds) do make an important difference. No one person or organization can tackle or solve these complex challenges alone; however, together, we create an impressive collective impact.

Congratulations and thank you to our donors, partners and stakeholders for their collaborative efforts to change lives and improve our community for all people.

Together, we do make a difference.



**SHOW  
YOUR  
LOCAL  
LOVE**



# OUR IMPACT



**24,302** lives changed



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



**31** community partners



**52** programs and initiatives

## 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 Inc.
- CNIB New Brunswick
- ConnectFredericton.ca
- Easter Seals New Brunswick
- Family Enrichment & Counselling Services
- Fredericton Downtown Community Health Centre
- Fredericton Homeless Shelters
- Jobs Unlimited
- John Howard Society of Fredericton
- Liberty Lane
- Meals on Wheels of Fredericton
- Multicultural Association of Fredericton
- 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
- Sexual Violence New Brunswick
- Sunbury West Headstart
- Youth in Transition

● All That Kids Can Be

● Healthy People, Strong Communities

● Poverty to Possibility

INVESTMENT AREAS

FOOD SECURITY

HOUSING STABILITY

EMPLOYMENT & FINANCIAL STABILITY

# WE SUPPORT

- Ability New Brunswick
- Adult Literacy Fredericton
- Capital Region Mental Health & Addictions
- Fredericton Downtown Community Health Centre
- Fredericton Homeless Shelters
- John Howard Society of Fredericton
- Meals on Wheels of Fredericton
- Nackawic and Area Wellness Committee
- Oromocto & Area Food Bank
- Youth in Transition



United Way  
Central New Brunswick

**#UNIGNORABLE ISSUES** Poverty affects 1 in 5 individuals in our communities. We're working to eliminate barriers to housing, employment, food, and literacy.

## FOOD SECURITY



### #UNIGNORABLE ISSUE

**17,830**

individuals live in homes with food insecurity

"After getting diagnosed with MS, it soon became difficult to prepare my own meals, but I didn't want to lose my independence"

### OUR WORK

We work to ensure that every individual has access to food through meal delivery programs, food banks, and food hamper programs.

United Way invested

**\$44,500**

in food security programs.

### YOUR INVESTMENT CHANGES LIVES



**7,511**

individuals gained skills on how to prepare healthy and nutritious meals or received access to a variety of food through local food banks.



## EMPLOYMENT

### #UNIGNORABLE ISSUE

The unemployment rate amongst people with disabilities is

**17%**

nearly double the rate for non-disabled individuals.

"Living with Spina Bifida has only allowed me to perfect my skills, but finding a job isn't easy"

### OUR WORK

Our investment in employment skills programs for individuals with vision loss physical and intellectual disabilities doubles their likelihood of gaining meaningful employment.

United Way invested

**\$66,500**

in employment skills programs

### YOUR INVESTMENT CHANGES LIVES



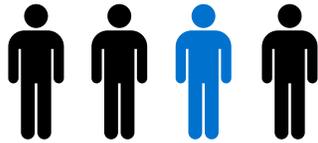
**426**

individuals living with a disability received skills development training, career goal assessments, and personalized assistance in securing employment



## LITERACY

### #UNIGNORABLE ISSUE



**1 in 4**

adults have a reading comprehension below a Grade 2 level.

"I moved here from Ghana and didn't know how to read, this program really helped me a lot."

### OUR WORK

Our focus on one-on-one tutoring programs increases individual success and prepares them to succeed at work, improves their physical and mental wellbeing and provides economic stability.

United Way invested

**\$30,500**

in literacy programs for youth and adults.

### YOUR INVESTMENT CHANGES LIVES



**242**

adults and youth received one-on-one support to improve their overall literacy and numeracy comprehension.



## HOUSING

### #UNIGNORABLE ISSUE

**316**

individuals stayed in shelters throughout Fredericton in 2018

"We can connect with those who have lost all faith, in both themselves and in the system set up to serve them"

### OUR WORK

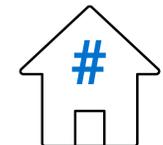
We are working to end chronic and episodic homelessness through Housing First efforts. In the meantime, we help to ensure that everyone has a warm and dry place to stay.

United Way invested

**\$107,7573**

in sustainable programs to reduce homelessness

### YOUR INVESTMENT CHANGES LIVES



**698**

individuals received shelter through emergency and overflow shelters or received guidance to reduce their risk of becoming homeless again.

INVESTMENT AREAS



# WE SUPPORT

- Big Brothers Big Sisters
- Boys & Girls Club of Fredericton
- Chipman Youth Centre Inc.
- CNIB New Brunswick
- Family Enrichment & Counselling Services
- Liberty Lane
- Nackawic and Area Wellness Committee
- Nackawic Middle School Greenhouse Initiative
- Nackawic High School Hawk's Nest
- Nackawic High School Leadership Development
- Nackawic Interactive Learning Center
- New Brunswick Youth Orchestra
- Sexual Violence New Brunswick
- Sunbury West Headstart
- Youth in Transition



**#UNIGNORABLE ISSUES** United Way is giving children and youth the support they need to get a great start in life, do well in school, and reach their full potential.



## RECREATION

### #UNIGNORABLE ISSUE

# 65%

Of youth ages 5-17 are not reaching their recommended physical activity levels

"My three children cherish every aspect of the after school programming and all camps!"

### OUR WORK

We invest in 5 youth recreation programs which ensure that every kid, no matter their age, has the space to play and be active every day.

United Way invested

# \$29,500

in youth recreation and sport programs

### YOUR INVESTMENT CHANGES LIVES



# 1,138

kids were provided with the space to play and be active and some were provided subsidies so that they could participate in the sports they love.



## EDUCATION

### #UNIGNORABLE ISSUE

# 39,712

children are unprepared to start kindergarten in the fall.

"Seeing him work hard to achieve his goals has been amazing and I am forever grateful."

### OUR WORK

Education is the foundation for every child's future success. We invest in their education to ensure they graduate better prepared for success in the world.

United Way invested **\$50,500**

in education outreach programs for kids.

### YOUR INVESTMENT CHANGES LIVES



# 3,064

kids were provided with one-on-one support to help them with their school work and provided the emotional support they need to achieve their goals.



## MENTORSHIP

### #UNIGNORABLE ISSUE

# 71%

of youth do not know where to get help in their community.

"These experiences have helped me develop as a person by putting myself out there and increased my self-confidence."

### OUR WORK

We focus on mentorship programs as research shows that youth who have positive role models are better equipped for success and seek out a better life for themselves.

United Way invested **\$70,200**

in child and youth mentorship programs.

### YOUR INVESTMENT CHANGES LIVES



# 460

youth were provided with one-on-one or group support so that they could create positive relationships with a peer and learn positive life skills.



## FOOD SECURITY

### #UNIGNORABLE ISSUE

# 11,144

youth in Central NB report going to bed hungry or not having enough food in the house.

"It's hard paying attention in class when my belly is rumbling... I'm always worried my friends will hear it."

### OUR WORK

Success in school is directly linked to food insecurity, when kids are hungry, they can't concentrate. We invest in school lunch and breakfast programs so that every kid can learn.

United Way invested **\$23,000**

in school breakfast and lunch programs.

### YOUR INVESTMENT CHANGES LIVES



# 4,540

children and youth accessed inclusive and positive school lunch and breakfast programs where they could choose how much and what they wanted to eat.

INVESTMENT AREAS

DISABILITIES

NEWCOMERS

MENTAL HEALTH

SEXUAL & DOMESTIC VIOLENCE

# WE SUPPORT

- Ability New Brunswick
- Capital Region Mental Health & Addictions
- Chimo Helpline
- ConnectFredericton.ca
- Easter Seals New Brunswick
- Family Enrichment & Counselling Services
- Jobs Unlimited
- Liberty Lane
- Meals on Wheels of Fredericton
- Multicultural Association of Fredericton
- Nackawic High School Unified Basketball & Best Buddies
- New Brunswick Association for Community Living
- OPAL Family Services
- Sexual Violence New Brunswick



## #UNIGNORABLE ISSUES

United Way is creating vibrant neighbourhoods, where everyone experiences a sense of belonging and connection to one another.

### DISABILITIES



#### #UNIGNORABLE ISSUE

**22%**

of individuals in Central New Brunswick are living with a disability, the 2nd highest disability rate in Canada.

"Support staff helped me at specialist and group meetings, they helped me organize respite care and provided support worker recommendations"

#### OUR WORK

We invest in rehabilitation and advocacy programs to ensure everyone has equal opportunity for success and participation.

United Way invested

**\$114,300**

in personal services and rehabilitation programs.

#### YOUR INVESTMENT CHANGES LIVES



**1,245**

individuals living with a disability received training, support and advocacy to ensure they have opportunity to accomplish anything they want.



**SEXUAL VIOLENCE**

**NEWCOMERS**

**MENTAL HEALTH**

**#UNIGNORABLE ISSUE**

**1 in 5**

women in Canada experience some form of abuse in their relationship.

"The ability to respond immediately and effectively to victims when they come forward is essential"

**OUR WORK**

We invest in programs that ensure everyone has a safe space to seek advice and learn about the importance about positive relationships to prevent sexual violence.

United Way invested **\$62,500** in sexual violence prevention, education, and counselling programs.

**YOUR INVESTMENT CHANGES LIVES**



**12,074** individuals were provided with trauma counselling, sexual violence prevention education, and crisis intervention training.

**#UNIGNORABLE ISSUE**

Newcomers represent **11%** of Fredericton's population, equating to over 7,000 people.

"Finding community is one of the most important things when you move to a new place. Connecting with people and creating a family."

**OUR WORK**

We invest in programs that help newcomers access the resources, jobs and training they need in their new communities. We also help ensure they have access to culturally appropriate food.

United Way invested **\$30,000** in cultural broker and food programs for newcomers.

**YOUR INVESTMENT CHANGES LIVES**



**903** newcomers were connected to a peer who helped them navigate and translate resources in their community.

**#UNIGNORABLE ISSUE**

**44,574** individuals in Central NB have consulted a professional about their mental wellbeing in the past year.

"It makes me feel very secure to know that I have such a wonderful support network to fall into"

**OUR WORK**

We invest in programs that help individuals in mental health crisis access immediate support and ensure they have the resources they need to connect with on-going counselling.

United Way invested **\$49,250** in mental health crisis intervention and advocacy

**YOUR INVESTMENT CHANGES LIVES**



**1,812** people were connected with a trained mental health professional to help them navigate their needs and ensure they have someone to talk to.



**United Way**  
Central New Brunswick

---

1-385 Wilsey Road, Fredericton NB E3B 5N6

(506) 459-7773

[www.unitedwaycentral.com](http://www.unitedwaycentral.com)



United Way Central NB



UWCentralNB



UWCentralNB



United Way of Central NB

Charitable Number: 10816 0011 RR0001