



**United Way  
Centraide**

Central New Brunswick  
Région du Centre  
du Nouveau Brunswick

# IMPACT REPORT

2018-19

UNIGNORABLE



**SHOW  
YOUR  
LOCAL  
LOVE**

# 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.

# 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



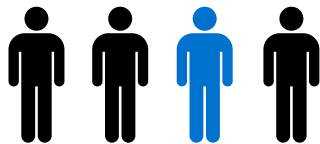
**426**

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

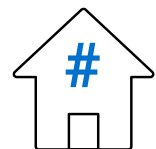
We are working to end chronic and episodic homelessness through Housing First efforts. In the meantime, we help to ensure that everyone has a warm and dry place to stay.

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



**United Way**  
Central New Brunswick

**#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



## 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



**United Way**  
Central 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

### #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.



## NEWCOMERS

### #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.



## MENTAL HEALTH

### #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