

2019-2020 ANNUAL REPORT

SHOW YOUR LOCAL LOVE



**United Way
Centraide**

Central New Brunswick
Région du Centre
du Nouveau Brunswick

OUR IMPACT



29,873 lives
changed



\$1,373,613 dollars
raised



32 community
partners

56

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.
- Connect Fredericton
- CNIB New Brunswick
- 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 Community Fund:
 - ● ● - Nackawic and Area Wellness
 - - Nackawic High School
 - - Nackawic Curling Club
 - - Nackawic Public/School Library
- New Brunswick Association for Community Living
- New Brunswick Youth Orchestra
- Opal Family Services
- Oromocto and Area Food Bank
- Sexual Violence New Brunswick
- Student Impact Committees:
 - - Lakeland Food Bank
 - - McAdam High School
 - - McAdam Youth Centre
 - Sunbury West Headstart
 - Youth in Transition



All That Kids
Can Be



Healthy People,
Strong Communities



Poverty to
Possibility

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 32 partner agencies and 56 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.

\$351,095 *INVESTED IN
STRONG COMMUNITIES*

\$143,360 *INVESTED IN
OVERCOMING POVERTY*

\$102,591 *INVESTED IN
SUCCESSFUL KIDS*

\$245,511 *INVESTED IN
COMMUNITY IMPACT INITIATIVES*

\$842,557 *INVESTED IN
LOCAL COMMUNITY*

\$281,385 *DESIGNATED BY DONOR CHOICE
NON-UNITED WAY CHARITIES*

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. Project progress and outcomes are carefully tracked, evaluated and reported

COMMUNITY IMPACT INITIATIVES

Your UW performs a number of direct community impact projects that include research, public education, capacity building and advocacy. These efforts are crucial in creating long-lasting, impactful change.

NON-UNITED WAY CHARITIES

Some donors chose to use United Way as a vehicle for investing in other charities of choice here or across Canada. Where these are not UW programs they cannot be evaluated like those included under our Community Fund - as such, we are not able to report on their collective impact. This makes up roughly 25% of our investments last year. Note: these cannot be evaluated* by United Way.

*Evaluation includes due diligence around financial stability and governance.

MESSAGE FROM THE PRESIDENT

The past year has been like no other in our 60 year history and has shown that the need for a United Way has never been greater. In times of stability or in times of crisis, United Ways play a vital role in bringing diverse stakeholders together to advance important community goals and improve lives.

Over the last year, our traditional Community Fund work resulted in increased investments in community services, impact projects, and capacity building. Through the support of our partners, our United Way funded an unprecedented 56 programs and services across 32 different agencies. As a result, we saw an incredible 21.5% increase in lives touched by United Way services: 29,573 individuals. However, just a few days before the end of our fiscal year, the COVID-19 pandemic unexpectedly swept through and changed all our lives in an instant. Our United Way community rallied to meet these new challenges face on.

We built on our collaboration with the other Atlantic United Ways to launch the Atlantic Compassion Fund. We leaned on our experience as a funder, collaborator, and fundraising organization. Together, we responded to the immediate needs which were intensified by the pandemic. This allowed us to be nimble in fundraising and in making decisions, and we worked with front-line partners to communicate needs to the public, our donors, and government.

As a result of these early efforts, we were able to mobilize \$324,749 through our Atlantic Compassion Fund and funded 56 emergency community support services and program adaptations to help our broader community pivot in this new reality. Two weeks after the Emergency Order was issued in our province, our relief efforts had already touched almost 1,500 lives. Within the first 12 weeks of the crisis, we touched 22,504 lives. All this in addition to our traditional Community Fund work.

Our COVID-19 response demonstrated the impact and relevance of our connections and collaborations. Despite the many challenges presented to us this year, we are thankful for the many opportunities to demonstrate our values in the community; especially adaptability, collaboration, and compassion. Whether working to develop solutions or to identify investment needs, people have shown such willingness to work together in support of our community.

Thank you to our network of agencies; government and civic leaders across jurisdictions; corporate, community, and labour partners; and donors who have come together like never before to show their local love.

Heather Dubé
President

BOARD OF DIRECTORS

PRESIDENT Heather Dubé (Social Development)
VICE PRESIDENT Nicholas Russon (Stewart McKelvey)
TREASURER Sean Winslow (NBCC)
SECRETARY Abigail Dolan (UNB Fredericton)
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Faith McFarland
EXECUTIVE DIRECTOR



**United Way
Centraide**
Central New Brunswick
Région du Centre
du Nouveau Brunswick



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**RESOURCE AND
DEVELOPMENT**



Roxana Atkinson
**DIRECTOR OF
COMMUNITY IMPACT**



Kate Butler
COMMUNICATIONS



Anne Foster
**DIRECTOR OF DEVELOPMENT
& DONOR RELATIONS**

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**

DAY OF CARING 2019

Day of Caring is a special program coordinated in your community by United Way Central. Our partners at Stewart McKelvey were the proud presenting sponsor for this very successful day!

The goal of Day of Caring is to mobilize teams of corporate employees as volunteers and to complete meaningful, hands-on projects that will greatly assist local non-profit agencies in Fredericton, Oromocto and surrounding areas.

In the past year we had the largest ever turn out for Day of Caring! We were proud to work with 357 volunteers from 40 teams across 21 valuable community projects. In just one day, volunteers once again proved we can move mountains together. Volunteers from UW workplace partners donated 36,060 hours of support to our community service partners across Greater Fredericton.

Our friends at The Cultural Centre helped us kick-off the day with a great breakfast and we wrapped-up with a well-deserved barbeque at Picaroons.

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: Stewart McKelvey, Liberty Utilities, Tim Hortons, Costco, IG Wealth Management, and The Cultural Centre.

Special thanks to the organizations and businesses below for donating their time for Day of Caring 2019:

Accenture

ANBL Community Foundation

Bell

CIBC

City of Fredericton

Correctional Services of Canada

Employees of the Province of NB

Grant Thornton

Harvest Jazz and Blues Festival

Ignite Fredericton

Kognitiv Spark Inc.

Liberty Utilities

Liberty Utilities

Let's Talk Real Estate

NB Power

RJ Bartlett Engineering

RBC

Service NB

Simplii Financial

Stewart McKelvey

STU Social Work Team

TD Canada Trust

UNB

UPS



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.



LIVING ON THE EDGE

Supporting others who are facing complex challenges requires starting from a place of empathy and understanding. Our United Way works to provide opportunities to deepen awareness about the challenges faced by people in our region. Living on the Edge is an in-depth simulation that designed to help participants understand what it might be like to live in a typical low-income family trying to survive month to month. This complex simulation helps sensitize participants to the realities faced by members of our community and the personal, structural, and systemic barriers that make daily life challenging for people living on the edge each month.

This year we were pleased to deliver Living on the Edge for the Office of the Chief Medical Officer of Health and their public health team and partners.



FOOD FOR ALL NB

Food For All NB envisions a New Brunswick that is informed, connected, and engaged in food security for all. It is a bilingual, provincial initiative that is administered by the United Way of Central New Brunswick.

The 2019-2020 fiscal year saw big moves for Food For All NB: the Community Food Mentor Program was relaunched, including a 12-part video series featuring Community Food Mentors from around the province; 30 members of regional food security groups gathered in Bathurst for a two-day symposium; Food For All NB unveiled its new branding from the former NB Food Security Action Network; and it had completed the 2-year Everybody Eats engagement process.

The network played a role in organizing the 2019 Wellness conference, supporting the Local Food and Beverages Strategy, co-operating in Agri-food New Brunswick and Farm to School New Brunswick. Food For All NB continued its communication efforts with a monthly newsletter, webinars on key topics of interest, relevant social media content, and responding to inquiries from food movement actors around the province.

COMMUNITY EDUCATION

In addition to funding important community services, our United Way supports community education and development through UW-powered/supported projects like these.





STUDENT IMPACT COMMITTEES

With the generous support from RBC's Future Launch program, Student Impact Committees empower high school students to invest in local programs that make a difference. Students take on leadership roles and learn how to promote funds that are available for community investment by inviting community groups and organizations to submit grant applications. Students identify community needs, promote funds, review submitted grant applications, and decide where their investment will have the greatest local impact.

Our Student Impact Committee program has been strengthened with the collective knowledge and expertise of our regional Horizon Health Community Developers working with schools across Central NB. As an ongoing partnership, we will be working closely with them to recruit schools, identify opportunities for students, and work on addressing various community needs.



STUDENT UNITED WAY

Since 2014, our United Way Central NB is the first in Canada and second internationally to develop and implement a campus based Student United Way.

Student United Way is a student-led United Way on campus, bridging the gap between campus and community, and empowering young people to improve their local communities by giving, acting, and volunteering.



This year, students launched the #UNIGNORABLE campaign on campus: challenging students, student groups, & faculties at the University of New Brunswick and St. Thomas University to give, act, or volunteer towards #UNIGNORABLE issues that matters to them.

On a regular basis, 237 students receive the Student United Way newsletter that highlights local agencies, volunteering opportunities, and invites students to be involved with our United Way.



NACKAWIC COMMUNITY FUND

Our partnership with the community of Nackawic continued to expand throughout 2019. Our goal to improve the quality of life of community members within Nackawic and surrounding areas through the direct investment of funds raised within the community was seen through the investment of \$18,000 in 6 local Nackawic programs:

1. Snowshoe Lending - Nackawic Public/School Library
2. Meals 4 U - Nackawic & Area Wellness
3. Nighthawk's Makerspace- Nackawic Senior High School
4. Little Rock & Junior Curling- Nackawic Curling Club
5. NHS Automotive Club- Nackawic High School
6. Fun to Skate Program- Nackawic & Area Wellness

In 2019, the United Way Nackawic & Area Community Fund was able to change 497 lives with more on the way!

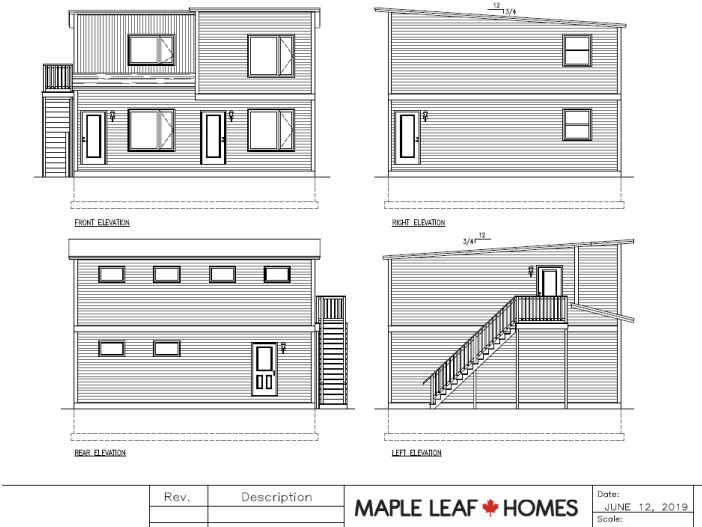
FREDERICTON HOUSING FIRST FUND

In our efforts to build up-stream sustainable solutions to chronic homelessness, our United Way is supporting the creation of much needed housing inventory for people escaping long-term homelessness. In 2019 - 2020, three developments were approved for funding and project management support under our Housing First Fund. With support from the City of Fredericton, the Province of NB, Fredericton Community Foundation, numerous private-sector donors (financial and in-kind), and the faith-based community, these units will be constructed mortgage-free so that revenues can be used to off-set the cost of evidence-based services designed to support people recovering from chronic homelessness. The Housing First Fund aims to support the creation of 40 units of purpose-built housing expressly for people experiencing chronic homelessness and has been designed to help our community reach the goals set out in our community's multi-year plan to end homelessness.



RURAL INVESTMENTS

United Way is working with rural communities to establish local Community Investment Committees. These committees work to raise funds and engage individuals in their local area. Using a United Way investment process, these committees are supported by our staff to address the needs that are most important in their community.





SOUP FEST 2020

This year we were excited to present our 2nd annual Soup Fest with our partners at Liberty Utilities coming onboard again as proud presenting sponsor. This year's event was yet another huge success and showed that Soup Fest has already become a much-loved Fredericton tradition. We were happy to see even more locals come up to enjoy local creations and support community impact projects.

This year 16 different restaurants, social enterprises, and community non-profits prepared their own-unique creations and to compete for the prize of SOUPERBOWL 2020.

Participating Restaurants

- African Fusion Catering
- Catch Urban Grill - Delta Fredericton
- Chef Rick Catering
- Chess Piece Pâtisserie & Café
- Deli Connection - Jobs Unlimited
- Dolan's Pub
- Fredericton Community Kitchens
- Gahan House Riverside
- Greener Village
- Isaac's Way
- Monks & Jonesies
- Meals on Wheels
- Rustico
- The Abbey Café & Gallery
- The Hilltop Pub
- The Snooty Fox

It was a tight competition but Chef Rick from Chef Rick Catering came out on top as our SOUPERBOWL winner and Chef Chris of The Catch and Yusuf of African Fusion taking 2nd and 3rd prize.

A big thank you once again to Ben's Trophies for sponsoring prizes for our event!

MOVIE NIGHTS

Our partnership with Liberty Utilities for our Movie Night series continued to be a great success! This event helps bring folks out for a free evening of family-fun and helps raise funds for community impact projects through our concession stand. With donated drinks and snacks from Costco, popcorn donated by Epsilon Y's Service Club, and pizza graciously donated by Papa John's and Greco, all proceeds could be used to support our community fund. This year offered three movie nights in Fredericton and three in Oromocto.

ANNUAL KICKOFF EVENT

This year our United Way family showed great support in helping us to launch our annual campaign. Our presenting sponsor, University of New Brunswick, extended tremendous hospitality and played host once again to this very successful event.

Two-hundred plus attendees were treated to a special performance by over 30 students from Sistema Fredericton Children's Orchestra. Sistema is a United Way supported program that works to create social change and develop better citizens, through the pursuit of musical excellence. This world-class, award winning program creates deeply meaningful opportunities for youth and is targeted to serve communities and neighbourhoods disproportionately affected by poverty.

The skill, passion, and dedication of these young musicians showed that the Sistema model is much, much more than a music education program.

At our Kickoff we also launched the #UNIGNORABLE campaign to help raise awareness about the complex social issues that drive our United Ways work and vision.

We were also pleased to see our many partners and supporters help remind others to show their local love and join their United Way in our work to change lives.

Kickoff was an incredible show of support from our community and an encouraging start to the journey ahead.



OUR COLLECTIVE IMPACT

We face our own unique challenges in our region. But where there are struggles, there are also people showing their local love to help improve lives. These collective efforts DO make an impact and are essential to maintaining the social fabric of our community. The tremendous importance of these efforts are felt in times of relative stability but especially during times of crisis - like those facing us as a result of the COVID-19 pandemic.

Through our Community Fund we work to deepen our community impact by strategically investing in programs and initiatives that both meet immediate needs and focus on underlying causes to create lasting change. Across our 32 funded agencies and 56 programs, our United Way works to address short-term needs and long-term solutions across a number of complex social issues, including educational inequality, food inequality, social isolation and barriers for individuals living with complex needs.

Our scope was extended even further this year as we worked with community partners to help mitigate the impact of the pandemic on vulnerable populations.

This year, we would like to take a deeper dive and share some of the impact our collective efforts have made through our Community Fund investments and through our early COVID-19 relief work.

As we see the impact of our collective efforts, the importance of our shared vision, mission, and values are further stressed and felt more deeply in all we do.



OUR VISION

We help people

OUR MISSION

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

OUR VALUES

- Demonstrate trust, integrity, respect, inclusivity, and transparency
- Energize and inspire volunteerism and volunteer leadership
- Endorse innovation, partnerships, and collective action
- Provide non-partisan leadership
- Embrace diversity



Our impact on Domestic Violence

THERE IS AN ISSUE

New Brunswick has the **highest** police-reported rate of domestic violence of the Atlantic provinces. However, it is likely that the rates are much higher as not all domestic violence victims report to police.

When compared with the rest of Canada, New Brunswick has the highest rate of family related murder-suicides. This indicates that not only is domestic violence common in New Brunswick, it can often take the form of extreme physical violence.

Domestic violence may not always be as simple to identify as physical harm. Mental and emotional damage can also have lasting, detrimental affects. If left unaddressed, victims of domestic violence can end up repeating the harm that was done to them and perpetuating the cycle of violence.

BUT THERE IS A WAY FORWARD

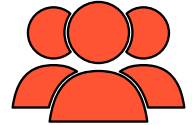
When we support victims of domestic violence as a community, we don't just help them leave unsafe situations. Effective support also ensures that victims of domestic violence learn skills for healthy relationships so that they can develop the tools to break the cycle of violence.

By breaking the cycle of violence, we can ensure that everyone receives the care and compassion they need from relationships which are free from harm. United Way supports programs, services, and initiatives that provide emergency shelter, youth shelter, counselling, outreach for those suffering from domestic violence.



2019-2020

8,404



people supported

Highlights from Our Work

- Sexual Violence New Brunswick provided 163 victims of sexual violence with therapeutic counselling that initiates and supports the process of healing from sexual violence.
- Chimo updated their services to include a digital live chat which was used by 814 people and reduced barriers to access for those experiencing domestic violence.
- Liberty Lane helped 233 outreach service users create safety plans whether they were in or out of a relationship with an abusive partner.
- 874 people accessed subsidized counselling services through Family Enrichment and Counselling Services. Subsidized counselling is important in situations of domestic violence as instances of financial stress during or following domestic violence situations are common.

\$113,000



invested from the
Community Fund as part of
our regular programming



\$37,800

invested from the
Atlantic Compassion
Fund in response to
COVID 19

Some of Our Partner Agencies

- Chimo Helpline
- Family Enrichment and Counselling Services
- Fredericton Homeless Shelters
- Liberty Lane
- Sexual Violence New Brunswick

Our impact on Mental Health

THERE IS AN ISSUE

It is estimated that at least 235,000 people experience homelessness in Canada annually – with an estimated 820 people of those in Fredericton.

Last summer, 126 people accessed an emergency shelter and 79 people were identified as sleeping outside in Fredericton.

One local Point In Time Count showed 65% of people experiencing homelessness in Fredericton are reported to have been trapped in this cycle for 6 months or more – earlier studies showed the average duration of homelessness was 34.8 months.

BUT THERE IS A WAY FORWARD

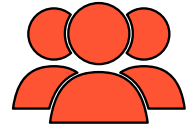
Between April 2019 and June 2020, coordinated community efforts have moved over 70 people out of long-term homelessness. Ending the cycle of homelessness not only saves lives but also is less expensive than the status quo (emergency services). Linking people to housing and supports (Housing First) has been proven to cost \$20,000 - \$30,000 less per year/person than traditional approaches (temporary shelters, hospitals, policing and emergency services).

United Way supports both emergency need and long-term solutions through programs, services, and initiatives that provide emergency shelter, youth shelter, counselling, outreach for those struggling with mental health and/or addictions challenges, and second stage housing for people who are ready to take the next step towards acquiring a permanent place to live.



2019-2020

11,554



people supported

Highlights from Our Work

- Chimo Helpline provided 1,104 callers with a listening ear, helpful information, crisis intervention, and referrals to services to further improve their mental wellness, with 93% of callers experiencing reduced emotional intensity.
- Capital Region Mental Health and Addiction's outreach programs impacted 135 people who said they were able to bring more knowledge and understanding of mental health prevention to their communities.
- At Chipman Youth Centre, 215 developed positive relationships, experienced new activities, and developed leadership skills that help them have a more positive quality of life.
- 87 children and youth built relationships with the mentors they were matched with through Big Brothers Big Sisters and reported taking steps towards their goals, including improved emotional wellbeing.

\$527,000



invested from the
Community Fund as part of
our regular programming



\$50,875

invested from the
Atlantic Compassion
Fund in response to
COVID 19

Some of Our Partner Agencies

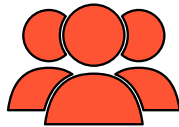
- Ability New Brunswick •
- Boys and Girls Club •
- Big Brothers Big Sisters •
- Chimo Helpline •
- Chipman Youth Centre •
- Family Enrichment & Counselling Services •

Our impact on Poverty



2019-2020

12,471



people supported

Highlights from Our Work

- Ability New Brunswick's rehabilitation counselling program impacted 178 people living with mobility challenges to improve their independence and economic inclusion
- 8,866 individuals experiencing food insecurity had increased access to healthy food through the Oromocto and Area Foodbank
- Jobs Unlimited secured meaningful employment opportunities for 76 individuals with intellectual disabilities
- Through Sistema NB, 173 children who would not have otherwise had the opportunity to play music were able to access free daily after school music programming
- Meals on Wheels was able to deliver hot, nutritious meals to 330 individuals needing this service in our community

\$301,980



invested from the
Community Fund as part of
our regular programming



\$84,335

invested from the
Atlantic Compassion
Fund in response to
COVID 19

Some of Our Partner Agencies

Jobs Unlimited
Ability New Brunswick
Meals on Wheels
Oromocto & Area Food Bank
Adult Literacy
Fredericton
OPAL Family Services
New Brunswick Youth
Orchestra

THERE IS AN ISSUE

Statistics Canada data shows that 17.2% of people in NB live in poverty - above the national average. Many populations, regions and family types are disproportionately affected by income inequality and thus carry a larger burden of the impacts of the stressors related to poverty.

For instance, 37% of Indigenous children in NB are living in poverty compared to the provincial average of 21.1% (children aged 0-17 yrs). Meanwhile, 42.3% of children in Fredericton's Ward 4 live in poverty - more than double the national child poverty rate.

Likewise, persons with a disability are also disproportionately affected and (according to Statistics Canada) make up 41% of the low-income population - despite only making up 18% of the non-low-income population.

New-comers also experience much higher rates of poverty compared to the general population: for non-permanent residents (46.5%) and recent immigrants (56.8%).

BUT THERE IS A WAY FORWARD

Ensuring that everyone's basic needs are met allows people to come together to form vibrant and thriving communities. When living free of poverty, families and individuals have the capacity to focus more on how they can contribute to and better their communities. From lessening wage gaps to providing basic income to guaranteeing a livable wage, a future without poverty is possible. By working collaboratively across our community, we can address the root causes of poverty and create positive change in Central New Brunswick.



Our impact on Homelessness

THERE IS AN ISSUE

It is estimated that at least 235,000 people experience homelessness in Canada annually – with an estimated 820 people of those in Fredericton.

Last summer, 126 people accessed an emergency shelter and 79 people were identified as sleeping outside in Fredericton.

One local Point In Time Count showed 65% of people experiencing homelessness in Fredericton are reported to have been trapped in this cycle for 6 months or more – earlier studies showed the average duration of homelessness was 34.8 months.

BUT THERE IS A WAY FORWARD

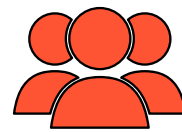
Between April 2019 and June 2020, coordinated community efforts have moved over 70 people out of long-term homelessness. Ending the cycle of homelessness not only saves lives but also is less expensive than the status quo (emergency services). Linking people to housing and supports (Housing First) has been proven to cost \$20,000 - \$30,000 less per year/person than traditional approaches (temporary shelters, hospitals, policing and emergency services).

United Way supports both emergency need and long-term solutions through programs, services, and initiatives that provide emergency shelter, youth shelter, counselling, outreach for those struggling with mental health and/or addictions challenges, and second stage housing for people who are ready to take the next step towards acquiring a permanent place to live.



2019-2020

1,263



people supported

Highlights from Our Work

- The John Howard Society's Intensive Case Managers were able to support 342 people experiencing homelessness manage difficult circumstances.
- 34 young people who found themselves homeless were able to access services and a safe place to stay through Chrysalis House.
- 242 clients were able to access primary healthcare services through the Fredericton Downtown Community Health Centre, which prioritizes meeting the unique healthcare needs of the homeless.
- Through their Continuum of Care program, Fredericton Homeless Shelters has offered a person-focused approach to housing supports and future planning for 305 homeless individuals.

\$162,000



invested from the
Community Fund as part of
our regular programming



\$20,962

invested from the
Atlantic Compassion
Fund in response to
COVID 19

Some of Our Partner Agencies & Initiatives

- John Howard Society •
- Fredericton Homeless Shelters •
- Youth in Transition •
- Fredericton Downtown Community Health Centre •
- Liberty Lane •
- Community Action Group on Homelessness •

Our Partners in **ACTION**

**SHOW
YOUR
LOCAL
LOVE**



John Howard Society of Fredericton



Boys & Girls Club of Fredericton



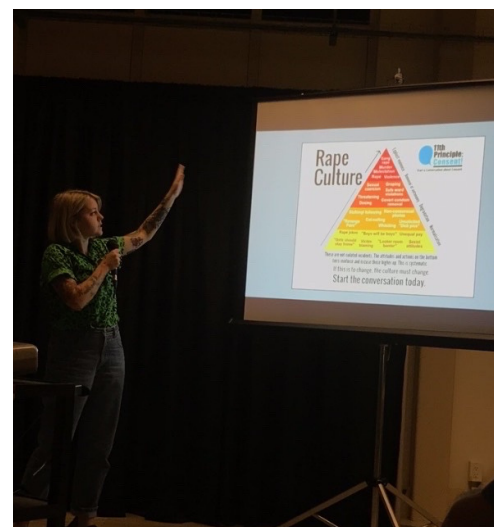
Multicultural Association of Fredericton



Big Brothers Big Sisters of
Fredericton & Oromocto



Ability NB



Sexual Violence NB



Adult Literacy Fredericton



Sistema NB



Meals on Wheels Fredericton

Want to see more? Connect with us on social media & follow us online:
unitedwaycentral.com

LOCAL LOVE IN A GLOBAL CRISIS

Homelessness, food insecurity, mental illness, precarious employment, social isolation, and education inequality are challenging to address or endure at the best of times. However, major system-wide disruptions and new risks brought on by the COVID-19 pandemic compounded the vulnerability of people already facing tremendous daily challenges.

As a result of the crisis, we not only saw spiking urgent needs but also sudden interruptions to the services and supports that many rely on. Things like a lack of access to food, medicine and transportation, the closure of public spaces, lost wages, and inability to connect with family, friends, or care providers can take already challenging circumstances to unmanageable extremes.

In the very early days of the crisis, we work collaboratively with United Ways from across the Atlantic region to create the **Atlantic Compassion Fund**. Through the support and confidence of our strong network of government and civic leaders, private sector partners and individual supporters we were able to launch our Fund and begin supporting relief efforts within days of the Emergency Order being delivered in New Brunswick.

Early relief efforts through the Atlantic Compassion Fund got resources out the door and on the ground in record time. Here in our United Way region these local efforts provided short-term emergency funding for **57 initiatives** across our region and put **\$297,899** to work for vulnerable people in our region.

On the heels of our Atlantic Compassion Fund work, the Government of Canada partnered with United Ways from across the country to deliver the **New Horizons for Seniors Program**. These investments allowed us to support an additional **22 initiatives** across our region to help bridge gaps in services for low-income seniors. This infusion of support helped us to increase or create much needed food security and meal-delivery programs, check-in services and service linkage for over 3,000 at-risk seniors across the 8 counties we serve.

The pandemic is still impacting the social sector. And it will affect how the social sector responds to issues and crises for the foreseeable future. However, COVID-19 also gave United Way a unique opportunity to mobilize compassion and harness deep local knowledge, relationships, and experiences.

Below is a brief summary of some of the impacts and outcomes from our early relief efforts. Our COVID-19 response efforts continue now and into the future. However, it is good to pause and reflect on the road behind us and we steel ourselves for the road ahead.



8 counties
12 weeks
78 initiatives
\$340,896 funds mobilized

#'s only include early COVID-19 relief efforts - future community updates on additional impact will follow

22,504 people supported
3,044 seniors supported *
9,983 deliveries
1,253 free counselling sessions

*through the New Horizons For Seniors Program

IMPACT STORIES FROM THE ATLANTIC COMPASSION FUND

MINLAK TRAINING PROGRAMS INC.



With the closure of the Minlak agency, it became hard for clients with disabilities to understand social distancing. To support these clients in feeling connected while staying safe, our United Way supported Minlak in providing user friendly iPads to their clients. Receiving iPads allowed Minlak clients to stay in contact with their support worker, other Minlak staff, the Minlak private Facebook page, and their family members.

MAKING A DIFFERENCE FOOD BANK



In Perth Andover, Making a Difference Food Bank realized that low income seniors living across 4 complexes were struggling to access fresh and nutritious food during the crisis. With the support of our United Way, they were able to deliver bags of groceries to 47 low income seniors, ensuring residents were able to eat well and feel connected and valued by their community.

NEW BRUNSWICK YOUTH ORCHESTRA



Sistema brings music programming to young New Brunswickers who wouldn't otherwise have the opportunity. COVID 19 impacted their ability to gather and continue their training. Our United Way funding helped Sistema Teaching Instructors to deliver instruments to 212 young musicians, and continue to provide 2,200 hours of music lessons over distance.

NEQOTKUK HEALTH CENTRE



When the crisis closed down their school, where students received daily nutritious meals, the Neqotkuk Health Centre of Tobique First Nation mobilized quickly to expand their Community Food Smart bag operations. With funding from both the Atlantic Compassion Fund and the New Horizon Seniors Fund, dedicated volunteers were able to provide 570 bags of groceries across 1700 members of their community, helping families and elders.



2019 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 UNIGNORABLE campaign that focuses drawing attention to local issues that impact our communities and that often can go overlooked. This re-boot aims to make the reality of these local issues relevant, topical and most importantly, #UNIGNORABLE.

CAMPAIGN HIGHLIGHTS



88

businesses &
organizations



3,220

individuals &
workplace donors



29,873

individuals
impacted

The momentum from our #UNIGNORABLE campaign 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 5CDSB -Base Gagetown. We also saw several other campaigns increase this year.

This year we saw a large increase in participation and support from community by way of individual donors. Donations from people not attached to our traditional workplace campaign increased by over 200% and is reflective of the growing support for collective giving and collective impact in our region.

This year, we were deeply thankful for UPS who generously provided a sponsored employee to assist throughout campaign. They have donated this incredible support for 19 consecutive years! The sponsored employee program was made even more special when we were able to welcome back the incomparable Diana Hetherington who was also our 1st ever UPS sponsored employee from 19 years ago.

This year, through our community's collective efforts, we raised 1.372 million, enabling us to change 29,873 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.



TOP 20 CAMPAIGNS

1. Province of NB
2. UPS
3. 5th Canadian Division Support
Base Gagetown
4. UNB
5. Forever Fund
6. Federal Government
7. Liberty Utilities
8. City of Fredericton
9. NB Power
10. CIBC
11. BMO
12. Scotiabank
13. RBC
14. St. Thomas University
15. Costco
16. AV Group NB Inc. Nackawick Mill and
Unifor Local 219
17. Enterprise Rent A Car
18. Bell
19. Vestcor Inc.
20. Stewart McKelvey



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

22,400 OF 29,873 LIVES

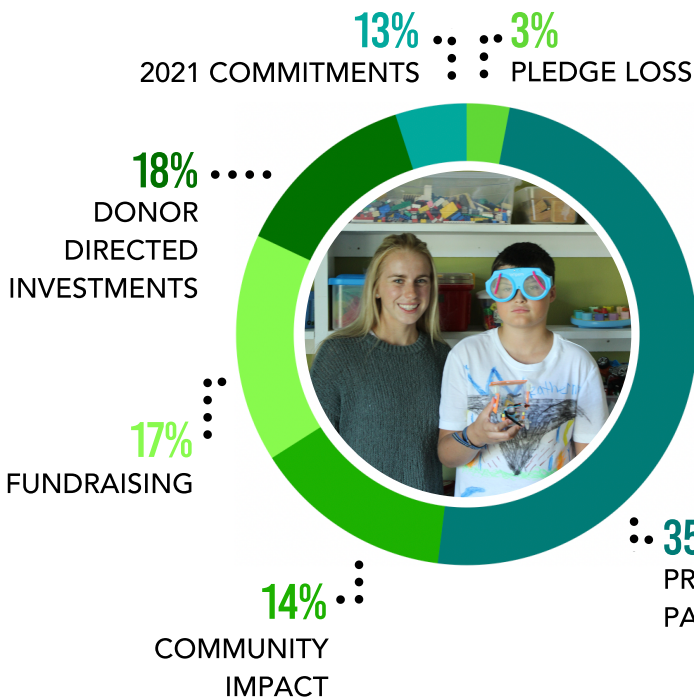
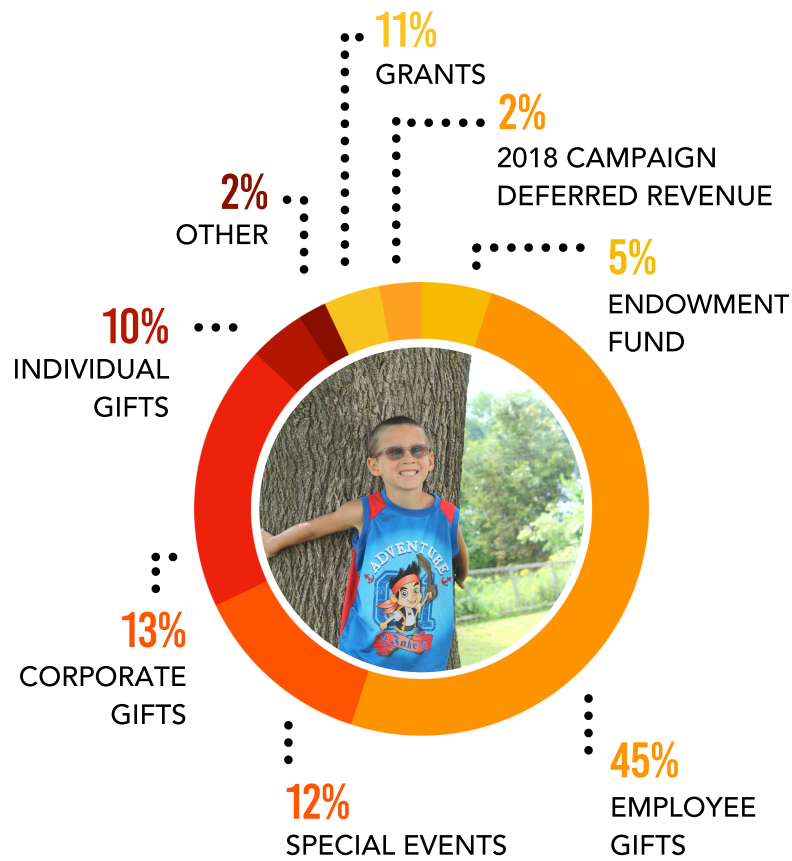
FINANCIALS

YEAR END MARCH 31, 2020

+ WHERE THE MONEY COMES FROM:

The Forever Fund (Endowment Fund)	\$89,000
Employee Gifts	\$778,238
Special Events	\$201,186
Corporate Gifts	\$226,140
Individual Gifts	\$173,430
Grants	\$195,916
Other	\$38,791
2018 Campaign Deferred Revenue	\$40,217

TOTAL REVENUE **\$1,742,916**



- WHERE THE MONEY GOES:

Programs & Partnerships	\$591,844
Pledge Loss	\$48,843
Community Impact	\$245,511
Fundraising	\$289,565
Other Charities	\$309,320
2021 Funding Commitments	\$216,009

TOTAL EXPENSES **\$1,701,092**

FOR OUR FULL FINANCIAL STATEMENTS, PLEASE VISIT
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

100 Women Who Care

Ability NB

ACE Engineering Inc.

Accenture

ANBL

Atlantic Council for International Cooperation

AV Group NB Inc. (Nackawic Mill) Unifor Local 219

Bayview Trucks and Equipment

Bell

Big Axe Brewery

BMO Bank of Montreal

Bootlegger

Brewer Foundation

Canada Life

Canada Post Corp.

Canadian National Institute for the Blind

CBC

CGI

CIBC

City Motel

City of Fredericton

Co-operators Group Limited

Costco

Covey Office Group Inc

Desjardins Group

Dobbelsteyn Signs Ltd.

Easter Seals NB/CRCD

Employees of the Federal Government

Employees of the Province of New Brunswick

Enbridge Gas New Brunswick

Enterprise Rent-A-Car

ESRI Canada Ltd

Evoqua

Farm Credit Canada

Forest Hill United Church

Forever Fund

Fredericton Boys and Girls Club

Fredericton Christian Reformed Church

Fredericton Junction Baptist Sunday School

Fredericton Hyundai

Fredericton Inn Ltd.

General Mills Canada Inc.

George and Karen Erb Foundation

Graystone Brewing

Harvest Jazz and Blues Festival

Horizon Health Network

HSBC Bank Canada

IG Wealth Management (Investors Group)

Innovatia Inc.

J H Landry Professional Corporation

KPMG Law Society of New Brunswick

Liberty Utilities

MacTavish Realty Inc

Maple Leaf Homes Inc.

Mariner Partners Inc.

Meals on Wheels of Fredericton

Mecca Corporation



Medavie Blue Cross
Mel and Marisa Optometrists Professional Corp.
Mondelez Canada
NBCC
NB Power / Énergie N-B
New Maryland Lions Club
Office Interiors
Oromocto Community Residence Inc.
Park Street School
Professional Loss Control Ltd.
RBC Group
RCMP
Real Estate Board of Fredericton
RJ Bartlett Engineering
Rogers Communications
Scotiabank
Sexual Violence NB
Shaw Group Ltd.
St. James Presbyterian Church
St. Thomas University

Stewart McKelvey
Stuft Burger Bar and Poutinerie
Tek Consultants Ltd.
TD Financial Group
Tim Hortons
The CAP
Toromont CAT
Town of Oromocto
UNB
UPS
United Way/Centraide (Central NB) Inc.
Vestcor Inc.
Versaterm Inc.
Wawanesa Mutual Insurance Company
Whirlpool Corp.
Wilson Insurance Limited
WorkSafe NB
WSP



United Way
Central New Brunswick

1-385 Wilsey Road, Fredericton NB E3B 5N6 (506) 459-7773 www.unitedwaycentral.com



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Charitable Number: 10816 0011 RR0001