

# 2020-2021 YEAR IN REVIEW



SHOW YOUR LOCAL LOVE.



**United Way  
Centraide**

Central New Brunswick  
Région du Centre  
du Nouveau Brunswick



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## LAND ACKNOWLEDGMENT

We recognize and respect that the land on which we serve is the traditional unceded territory of the Wolastoqiyik Peoples. This territory is covered by the “Treaties of Peace and Friendship” which the Wolastoqiyik Peoples first signed with the British crown in 1725. The treaties did not deal with surrender of lands and resources but in fact recognized the Wolastoqiyik title and established the rules for what was to be an ongoing relationship between nations.

# President's Message

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**NICHOLAS RUSSON**  
**Board President**

In 2020, the most significant public health crisis of our time highlighted the challenges that many face in our communities. COVID-19 did not create inequities, but it has exacerbated the chronic challenges people were already facing, like poverty, social isolation, and mental health. The pandemic has also forced us to appreciate more profoundly than ever how inequities have led to the greatest harm for our society.

In the face of these realities, our United Way's role as a convener, community builder, and social impact organization was truly put to the test. And, through the collective efforts of our volunteers, partners, staff, donors, and stakeholders, we demonstrated our commitment to our mission and our ability to improve lives and build community by engaging individuals and mobilizing collective action.

As an organization, we exist locally to create inclusive communities and serve our most vulnerable. Over the course of the past year, we leaned into our goal of being an impact-driven United Way and saw inspiring support from across our region.

In the thick of widespread job losses, working from home while juggling virtual learning and caregiving, the loss of loved ones, and countless other challenges, we asked our communities to support United Way's work. Inviting people to partner with us when so many had lost so much, amidst incredible uncertainty, was no easy feat. But the response was humbling. Today, we are grateful that thousands of people, in organizations, businesses, frontline agencies, government bodies, and more, believe in the power of United Way to solve the most pressing local issues.

In spite of, and because of, the challenges we collectively faced in 2020, our United Way continued its support for traditional United Way funded programming: providing important funding to 32 social service organizations across 56 different community programs. These investments provided services to more than 25,000 people and helped ensure stability for our partner agencies.

In addition to our traditional community impact work, we rallied to deliver an intensive and thoughtful response to the immediate needs that were intensified by the pandemic. Through the support of individual donors, local businesses, and government partnerships, our United Way community provided stewardship for an additional 135 investments in short-term emergency relief and longer-term programming across the seven counties we serve. This work helped over 71,000 vulnerable people and supported the expansion of social infrastructure that will have long-lasting impacts across our region.

It will take courage, commitment, and innovation to continue tackling systemic challenges beyond the pandemic, but we are in good company. Thank you for being an integral part of this past year with us. We invite you to stick by our side as we forge ahead, bringing people together to create lasting social change.

# Our Board of Directors

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## EXECUTIVE COMMITTEE MEMBERS



**Nicholas Russon**  
President



**Inem Nsimah**  
Vice-President



**Heather Dubè**  
Past-President



**Sean Winslow**  
Treasurer



**Gracie Gottschalk**  
Secretary

## DIRECTORS



**Peter Shaw**



**Nikol Ralcheva**



**Patrick Wall**



**Colin Miller**



**Yusuf Shire**



**Scovasky Ramrattan-Needle**



**Ginette Gautreau**



**Gail Farnsworth**



**Fiona Williams**



**Layla Rahmeh**

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## 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



25,343

lives  
changed



\$1,190,217

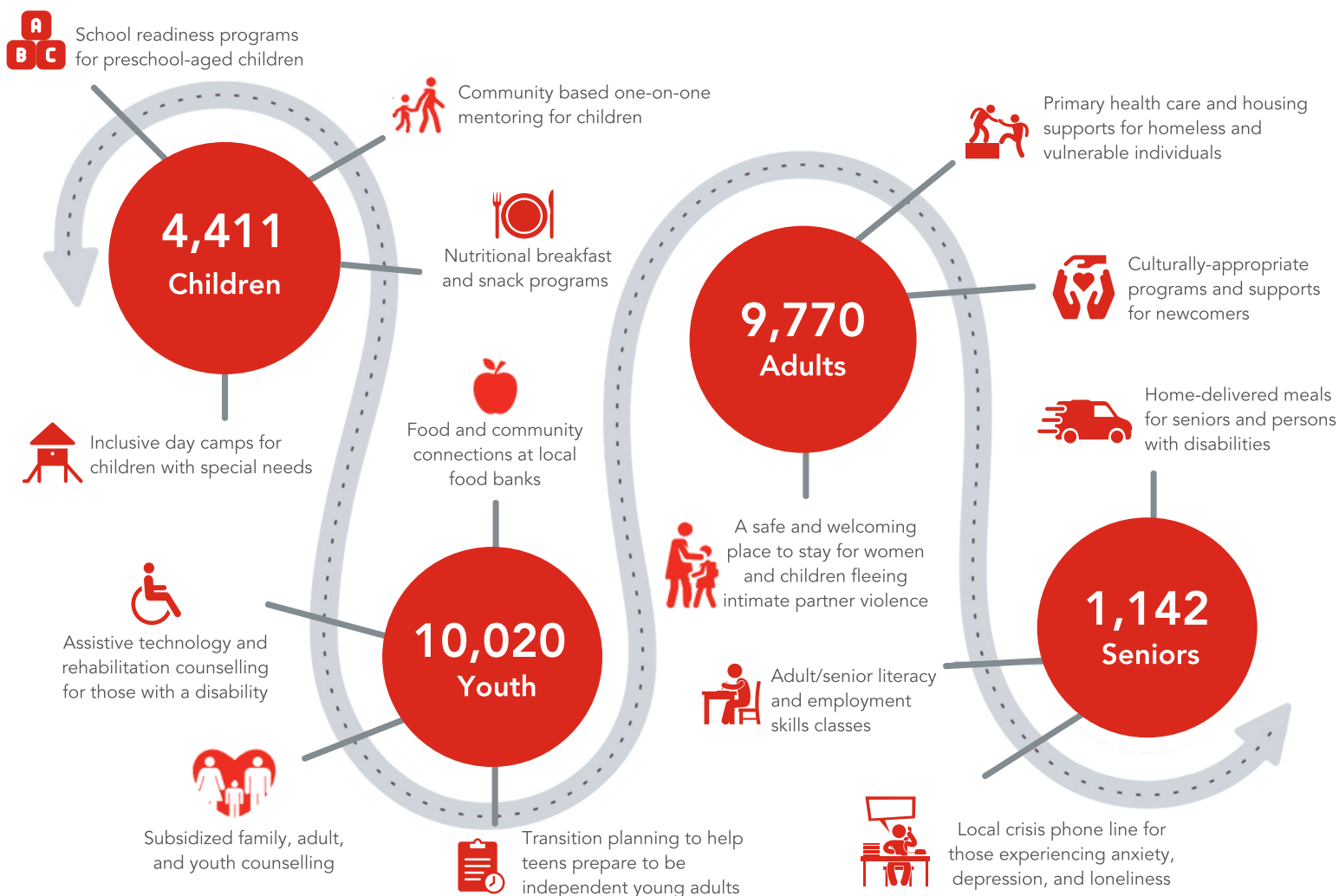
dollars  
raised



32 community  
partners

56 programs and  
initiatives

## Support for all ages and stages of life



NOTE: Figures show our traditional annual campaign and Community Fund investments. For additional pandemic-related initiatives and impact, see pages 15-18.



# COMMUNITY PRIORITIES



## Kids

**1 in 5** NB children live in poverty

**16%** Children do not have the skills necessary to start school

**50%** Grade 6 to 12 students indicated symptoms of depression or anxiety before COVID-19



## Poverty

**1 in 8** NB households are food insecure

**26%** Adults in NB with reading comprehension level below grade 2

**25** Average number of months a senior spends waiting for subsidized housing



## Community

**1 in 5** New Brunswickers face a mental illness in their lifetime

**27%** New Brunswickers have a disability, the second highest rate in Canada

**30%** Women report being a victim of sexual assault at least once since the age of 15

# 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 Comfort Quilters
  - - Nackawic High School
- 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



# How We Help

## SUCCESS IN SCHOOL

United Way is helping kids succeed in school and develop key life skills, from pairing children up with mentorship and tutoring programs, to providing resources that help parents prepare their children for kindergarten.

## COMMUNITY CONNECTIONS & LEADERSHIP

United Way is helping kids develop positive relationships with their peers and families and be leaders in their community, from team-building recreation programs to mentorships and leadership development opportunities.

## EMOTIONAL & PHYSICAL WELLBEING

United Way is investing in a positive lifestyle for kids by helping them believe in themselves and make healthy choices, from counselling programs that build self-esteem, to summer camps that promote overall wellbeing.



Photo: Opal Family Services Day Camp



**Kids**

Helping children and youth reach their full potential

### Your donations at work: Creating supportive developmental relationships for children facing adversity



Big Brothers Big Sisters has always been near and dear to my heart. I was introduced to the organization as a “Little” 40 years ago. I always knew that I would be a “Big” myself when the time was right in my life. That happened three and a half years ago when I was matched with Rosalee as her mentor.

From the beginning, she was eager to try new things and very quickly came out of her shell, going from a girl who hid behind my leg when she met someone new to shaking hands and saying “Nice to meet you.”

We have spent many hours playing and being with my Big Sister, Rosemary, and Rosemary’s granddaughters who are close to Rosalee’s age. What a blessing and full circle. She has brought so much to my life. More than she will ever know.

- Big Sister Kelly

## 2020 Highlights

**54**

Kids with special needs reported making a new friend at summer camp

**111**

Students in low-income areas gained life skills by learning and performing orchestral music

**132**

Children and youth received subsidized counselling at Family Enrichment

**921**

Children received daily nutritious lunch and snacks needed to learn, grow, and be active

**73**

Children and youth were matched with a Big Brother or Big Sister mentor

**90**

Youth living with disabilities reached their education and employment goals

**247**

Kids were provided with one-on-one tutoring and/or support to help them succeed in school

**2,500**

Students learned about healthy relationships and sexual violence prevention



**Your donations at work: Teaching skills and providing supports to end the cycle of incarceration**



Photo: John Howard Society-Service Hub

“A young man who was recently released from a federal institution found himself in a place where he realized that he had lost everything – his housing, children, mental health, and physical health, and was hopelessly unemployed without even a high school education. This young man was ready to rebuild but was unsure of how to begin.

Getting involved with the John Howard Society of Fredericton opened a whole new world of opportunities for him. He went through the workplace essential skills program, established a support system of services and mentors to guide him, and worked with the John Howard staff to find housing and enroll in a GED program.

This young man feels that if it were not for the John Howard Society, he would no doubt be back in prison.

- John Howard Society of Fredericton Staff

## 2020 Highlights

**19**

Youth aged 16-19 at risk of homelessness received transitional living supports

**151**

Individuals with a disability received rehabilitation counselling

**250**

People with incarceration history or risk factors secured employment/education plans

**375**

Persons with disabilities and seniors were delivered homemade meals

**135**

Individuals living rough had immediate access to hot showers, laundry services, and health care

**197**

Individuals utilized and accessed supports at the Fredericton Homeless Shelters

**350**

Clients accessed the John Howard Society Service Hub for service referrals/coaching

**7,605**

Clients received ongoing emergency food from the Oromocto & Area Food Bank

## How We Help

### HOUSING STABILITY

United Way is helping individuals and families access an affordable, safe, and permanent place to live, from Housing First programs and emergency shelters to advocating for affordable housing.

### EMPLOYMENT & FINANCIAL STABILITY

United Way is helping New Brunswickers find meaningful jobs, manage expenses, and support themselves and their families, from job skills training to financial literacy programs.

### FOOD SECURITY

United Way is working to provide everyone with access to enough nutritious, affordable, and appropriate food, from community gardens to school breakfast programs and food banks.



Photo: Meals on Wheels Home Delivery Program



# How We Help

## SUPPORTS FOR PEOPLE WITH DISABILITIES

United Way is helping individuals with disabilities live fulfilling lives through meaningful work experiences, access to assistive equipment, and access to counselling and support services.

## SEXUAL & DOMESTIC VIOLENCE

United Way is helping provide support and services to victims while raising overall awareness and education in an effort to end sexual and domestic violence.

## MENTAL HEALTH

United Way is helping individuals and families handle life challenges, from counselling and peer support groups for people living with addiction and mental health issues to 24-hour access to a crisis and suicide helpline.

## CONNECTION TO SUPPORTS

United Way is helping New Brunswickers access and navigate the resources they need most in their community, from supporting the expansion of 211 to removing barriers to accessing local services.



# Community

Healthy people, strong communities

### Your donations at work: Developing confidence and connections through language



Photo: Adult Literacy Tutoring

My name is Widad Ali and I am originally from Iraq. One day I was in the public library in Fredericton, and I noticed on the announcement board an advertisement about the Adult Literacy Fredericton program. So, I screenshotted the notice and later contacted them for more information.

My husband and I started the program and taking lessons at UNB Campus where our sweet teacher, Gail, works. Our class was mainly conversational with some theory focusing on grammar rules. My main goal was to achieve a good level of writing. I showed my teacher, Gail, some of my writing attempts, and she encouraged me to continue writing.

I am now working on a small goal, which is to publish a storybook, so people here in Canada can see the world through an immigrant's eyes. Also, I am trying to break the ice between different cultures.

- Widad Ali

## 2020 Highlights

### 46

Caregivers of children with special needs were connected to support groups through OPAL

### 138

Victims of sexual violence received counselling to support emotional healing

### 500

Adults and seniors received subsidized counselling through Family Enrichment

### 1,669

People utilized the local mental health crisis phone line/live chat

### 86

Community service providers received training on how to better support newcomers

### 223

Mothers and children received Family Violence Prevention Outreach support

### 925

Individuals living with disabilities and family members had access to appropriate supports and services

### 2,466

Participants attended culturally-appropriate programs and services for newcomers

# ConnectFredericton

Launched in 2018 by Volunteer Fredericton, ConnectFredericton.ca is an online tool supported by United Way that matches volunteers with meaningful opportunities suited to their interests, acting as a platform for agencies to share their volunteer needs.

While the threat of the pandemic forced some organizations to close their doors to volunteers out of a concern for health, ConnectFredericton.ca helped people find new ways to benefit their community.

Folks engaged by doing things like delivering much needed groceries, meals, and medications or checking in on seniors.

Ultimately, Fredericton is richer for having risen to the challenges of the COVID-19 pandemic and for witnessing the extent of its people's generosity.

Since its launch in 2018, ConnectFredericton.ca has averaged over 55,000 inquiries per year; as life returns to a new normal, it will be there to spark new volunteer connections and support the organizations that will once again be able to open their doors.



connectfredericton.ca

## Community

Working together for greater impact

In 2021, United Way continues to address priority issues by collaborating with local government, non-profit agencies, and community partners to achieve collective impact.



Free telephone referral  
and support services



Fredericton Affordable  
Housing Committee



Community Health  
Needs Assessment

Join us for  
Non-Profit  
Breakfast Club

THE FIRST FRIDAY OF EVERY MONTH

Hosted by United Way & the  
Fredericton Community Foundation







## FOOD FOR ALL NB

Food For All NB (FFANB), an initiative of United Way, imagines a New Brunswick whose people are engaged in food security for all. The 2020-2021 fiscal year was different than anticipated in almost every way imaginable; the Pandemic plunged New Brunswickers into the unknown, highlighting inequities across our food systems. But FFANB stepped up to the plate to help address these inequities.

### Food Security Response

With need for information in this time of uncertainty, FFANB hosted a series of provincial conference calls on the Food Security Response to COVID-19, totalling 814 participants.

### Indigenous Sovereignty

Entrusted by Community Food Centres Canada, FFANB successfully distributed a fund of \$100,000 for Indigenous Food Sovereignty to all 16 First Nations.

### What the Food?!

To bring together thought leaders and define food security within a New Brunswick context, FFANB organized a series of webinars called "What the Food?!"

### Seedy Saturday

On topics from seed saving to garden planning, FFANB hosted its first ever Seedy Saturday with 225 participant registrations.

### An Eater's Guide to Climate Action



Everyday eaters and those who work in food systems can use FFANB's "An Eater's Guide to Climate Action" to confront the climate crisis one bite at a time.

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## NACKAWIC COMMUNITY FUND

Our partnership with the community of Nackawic continued to evolve throughout 2020, reinforcing the strength and vibrancy of the community. The goal of the Nackawic Community Fund is to improve the quality of life of community members within Nackawic and surrounding areas through the direct investment of funds raised within the community.

This goal was achieved through investments in two programs that impacted the lives of 470 youth, adults, and seniors.

“Activities and the mental health of our student body are of utmost importance and this equipment will bring opportunity and joy for years to come.”

- Principal Sean Newlands



Nackawic Comfort Quilters



Performing Arts & Student Engagement, Nackawic High School

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## FREDERICTON HOUSING FIRST FUND



The Fredericton Housing First Fund (FHFF), a trust agreement between United Way Central New Brunswick and Fredericton Community Foundation, was born out of the Mayor's Taskforce on Homelessness and was launched in 2016 to promote the creation of housing inventory in support of the objectives set out in The Road Home: A Plan to End Homelessness in Fredericton. The aim of the Fund is to help drive the creation of additional housing inventory to support an end to chronic homelessness in our community. The pandemic and other market factors have increased construction costs on three previously approved projects. Additional capital grants were requested to deliver these projects to the community. FHFF increased combined funding for these 3 projects from \$275,000 to \$470,000 to assist with the completion of 11 units of housing. The FHFF also approved a \$250,000 grant in support of the John Howard Society of Fredericton's Rapid Housing Initiative proposal for the former City Motel. FHFF's contribution will help with the creation of 20 Housing First units and 12 Peer Supported units.



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# FOREVER FUND

Did you know that United Way has an endowment fund? The Forever Fund was established to support our United Way in serving citizens of Central NB now and into the future.

In 1989, the endowment was initially seeded by a generous gift from Franklin F. Creighton. This initial gift served as a nucleus that inspired others to perpetuate their giving to the United Way through this planned giving vehicle.

In 1998, the endowment fund was incorporated as a distinct entity: The Forever Fund. Through the strategic oversight, dedication, and leadership of its Board of Directors, volunteers, and donors, the Forever Fund continued to grow in size and impact.

Now, some thirty years since its creation, the Forever Fund helps provide stable annual investments to the United Way of Central NB to support local community impact projects and services. In 2020, the Forever Fund Board of Directors was honoured to receive the award for placing 3rd in the United Way Top 20.

The Forever Fund is an enduring legacy of those who created and fostered this endowment throughout the years. As it continues to grow, so too does our collective ability to change lives here in our region.

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## A Legacy of Local Love and Local Leadership



This past year we were saddened at the loss of our dear friend, John Bliss. John co-founded the Forever Fund and oversaw its incorporation. John and the Board's tireless efforts and commitment to community resulted in the Forever Fund growing to the point of today's success. John's knowledge, enthusiasm, and commanding voice were an inspiration to everyone involved. We will be forever grateful for your friendship and your guidance. We miss you!

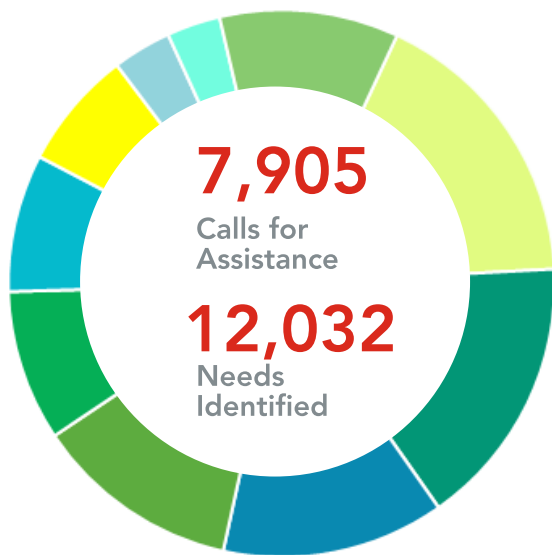
# 211 NEW BRUNSWICK

211 is a free, confidential service that connects people to critical social and community supports. 211 acts as the front door to government and community services, helping people navigate a complex network of programs and services quickly to find what they need for their unique situation. 211 is accessible 24 hours a day, in 170 languages.

On October 15, 211's service was expanded across the country through an investment from the Emergency Community Support Fund by the Government of Canada and United Way Centraide of Canada. Through it's network of partners and resources, 211 is now available Canada-wide simply by dialing 2-1-1.

In 8 months, the phenomenal 211 Community Navigators across New Brunswick have answered well over 7,000 calls and connected New Brunswickers to the critical human, social, community, and government support when they needed it most.

## Call Volume and Calls by Need 211NB



- 17.2% - Legal/Public Safety
- 13.2% - Mental Health/Addictions
- 8.9% - Food/Meals
- 7.0% - Housing
- 3.2% - Utility Assistance
- 16.1% - Information Services
- 12.2% - Health
- 8.1% - Income/Financial Assistance
- 3.5% - Other Govt/Economic Services
- 10.6% - Other



When you need community support.

**Dial 2-1-1  
or visit 211.ca**

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**HELP STARTS HERE**



When someone contacts 211, they are connected with a real person who will ask questions about their situation and suggest programs or services that can help. Often, they can be registered on the spot. This not only eliminates the stress of trying to wade through the changing information people are processing each day, but it also means the information they get is personal and relevant.



**Don't struggle alone.**

**Call 2-1-1 to connect with mental health supports.**

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**HELP STARTS HERE**





# COVID-19 RESPONSE



Photo: Multicultural Association of Fredericton



Photo: Minlak Training Programs Inc.



Photo: Minto Community Resource Centre



Photo: Estey Art Initiative



Photo: Harvey Community Hospital Foundation

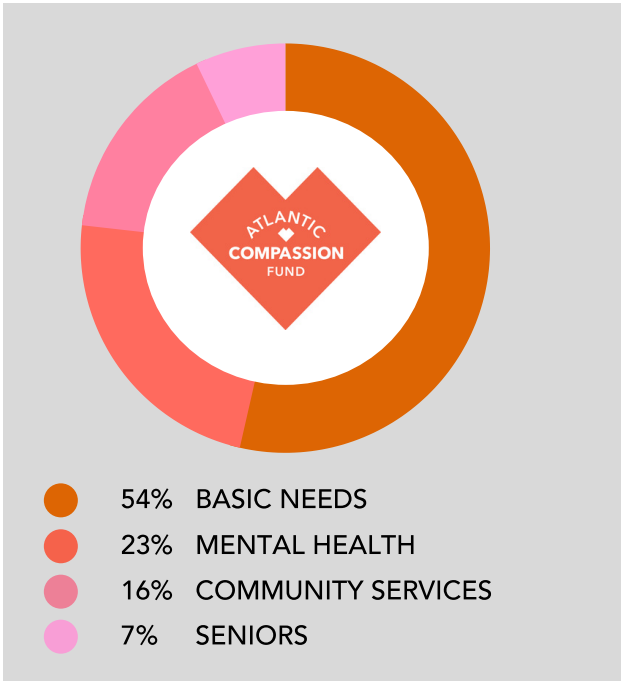


# ATLANTIC COMPASSION FUNDING

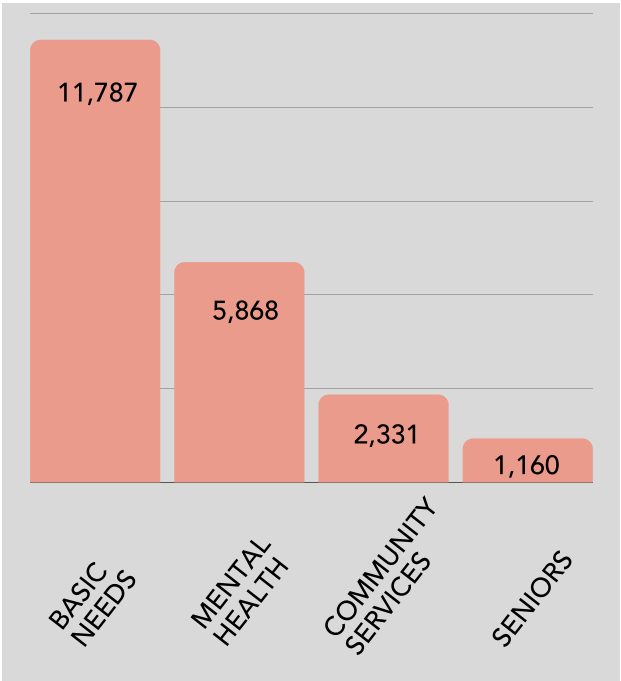
United Way Central NB's response to the pandemic started well before the first case of COVID-19 was identified in our region. On March 17, 2020, the 11 United Ways of Atlantic Canada partnered to launch the Atlantic Compassion Fund to respond to the emergency needs brought on by the COVID-19 pandemic. Our United Way raised \$304,479 and provided 57 grants to 55 charities across York, Sunbury, Queens, Carleton, Victoria, Madawaska, and Restigouche counties.

\$304,479	57	7	19,940+
INVESTED	GRANTS	COUNTIES	PEOPLE ASSISTED

Distribution of Grants by Service Type



# of Individuals Supported by Service Type



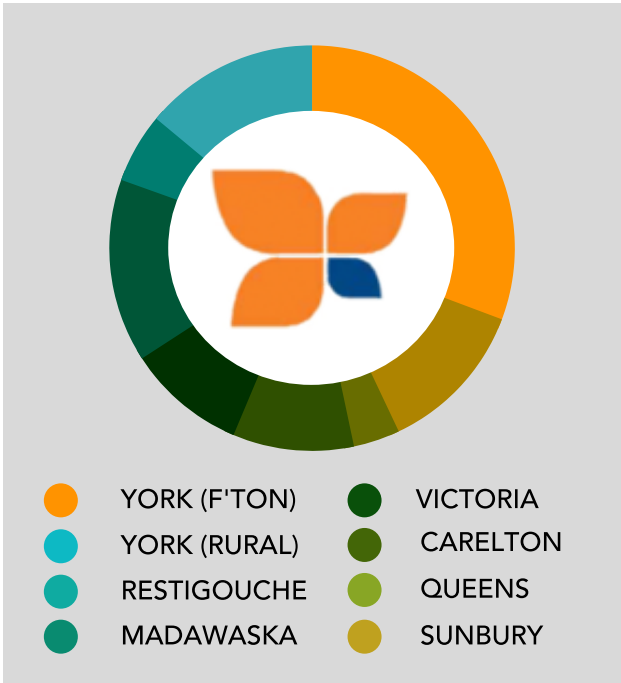


# NEW HORIZONS FOR SENIORS FUND

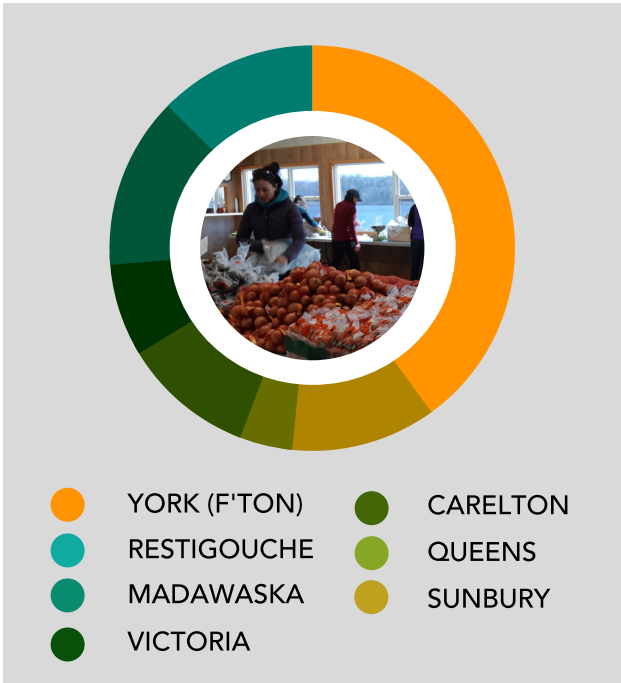
On the heels of our Atlantic Compassion Fund work, the Government of Canada partnered with United Ways from across the country to deliver the New Horizons for Seniors Program. These investments allowed us to support an additional 23 initiatives across our region to help bridge gaps in services for low-income seniors. This infusion of support helped us 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 7 counties we serve.

\$66,147	23	7	3,301
INVESTED	GRANTS	COUNTIES	SENIORS ASSISTED

Distribution of Grants by County



Distribution of Population by County



As stewards of emergency COVID-19 funding, our United Way worked hard to take an informed and equitable approach to ensure that resources reached diverse regions and helped to address region-specific challenges. For instance, throughout all of our COVID-19 efforts, we worked closely with local stakeholders to help us create regional equity across our community investments.



Funded in part by the  
Government of Canada's  
New Horizons for Seniors Program



# EMERGENCY COMMUNITY SUPPORT FUND

United Way Centraide Canada was proud to be one of three intermediary organizations administering Emergency Community Support Funds (ECSF), a \$350M investment announced by the Government of Canada on April 21, 2020. Our United Way launched Round 1 of the ECSF program on May 19, 2020, and opened Round 2 on October 5, 2020. In total, the ECSF has provided financial resources to 60 programs to help meet the pressing needs of vulnerable people. Our United Way distributed these funds to help bridge the service gap in communities like Eel River Bar First Nation, where a \$20,000 grant has been put to work through the community to provide food delivery for high-risk and vulnerable first nation families, Elders, and youth. Across 7 counties, in communities large and small, rural and remote, grants have ensured that people have the supports they need.

**\$822,763**  
INVESTED

**60**  
GRANTS

**7**  
COUNTIES

**64,778**  
PEOPLE ASSISTED

## Funded Agencies

- Ability NB  
AIDS New Brunswick  
Alzheimer Society of NB  
Big Brothers Big Sisters Fredericton and Oromocto  
Boys & Girls Club of Fredericton  
Capital Region Mental Health and Addictions Association  
Care 'N' Share Inc. Family Resource Center  
Carleton Victoria Community Vocational Board Inc.  
Centre d'Apprentissage Dexter Learning Center  
Centre Horizon  
Chimo Helpline  
Chipman Community Care Inc.  
Chipman Newcomer Settlement Program  
Chipman's Youth Centre Inc.  
Eel River Bar First Nation  
Elementary Literacy Inc.  
Estey Art Initiative  
Family Enrichment and Counselling Services Fredericton  
Fredericton Downtown Community Health Clinic  
Frontier College Fredericton  
Greener Village Community Food Centre  
Habitat for Humanity Fredericton Area  
Harvey Community Hospital Foundation  
John Howard Society  
Kidney Foundation of Canada
- L'Atelier R.A.D.O. Inc.  
L'Escale MadaVic  
Literacy Coalition of New Brunswick Ltd.  
Maison Notre-Dame House Inc.  
Minto Community Resource Centre Inc  
Multicultural Association of Fredericton  
Nackawic Area Wellness  
Neil Squire Society  
New Brunswick Association for Community Living  
OPAL Family Services  
Oromocto and Area Food Bank  
Roots of Empathy  
Services à la Famille Restigouche  
Sexual Violence NB  
Smythe Street Cathedral Inc.  
St. Mary's First Nation  
Upper Miramichi Community Library  
Upper Valley Autism Resource Centre  
Volunteer Family Services Inc/Valley Food Bank  
Wilmot United Church  
Woodstock First Nation  
The Restigouche Entrepreneurship Centre (Youth in Action)

# LOCAL LOVE IN A GLOBAL CRISIS

## SPEAKERS SERIES

COVID-19 exacerbated the chronic challenges people were already facing, like poverty, social isolation, intimate partner violence, and mental illness. Social impact organizations adapted to help those who are disproportionately affected by the pandemic, highlighting the essential role our social sector plays in helping maintain wellbeing across our communities.



Six months into the pandemic, we launched a bi-weekly series highlighting the unique challenges that different populations face as a result of COVID-19 and the role that social impact/service organizations played in helping mitigate or respond to these challenges.

In partnership with UNB, and through the support of many of our workplace and community service partners, we delivered the Local Love in a Global Crisis Speakers Series. The series examined how the community was coping during the initial stages of the pandemic, taking a closer look at the ways in which our social sector partners pivoted their service models to meet the evolving needs of their clients, community members, and most vulnerable populations.

The series featured six sessions highlighting 12 speakers from local front-line service organizations focusing on mental health, housing and homelessness, domestic violence, kids and youth, seniors, and those experiencing disabilities.

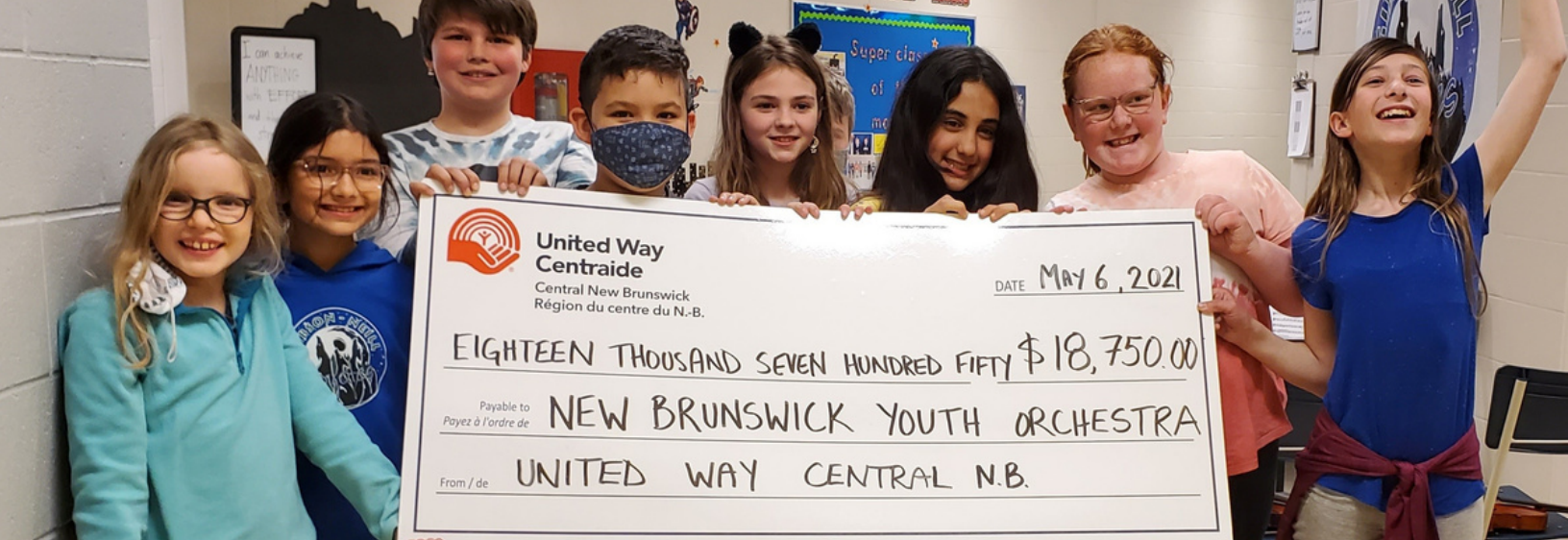
### Presented by



### In Partnership with







# Campaign Success

## Local Love in Action

There was so much uncertainty moving into the 2020 United Way Campaign as our community and the world was gripped by a global pandemic. Economic and social factors added great strain on individuals, households, and businesses, each struggling with their own concern about what the coming months would hold.

Despite the challenges faced, our community rallied behind United Way. Together, with the generosity of our donors, volunteers, and supporters, we raised \$1,190,217, exceeding our goal of \$1,088,000.

This kindness has strengthened our United Way's ability to invest in vital social impact projects and services across our region. The extraordinary support from our donors, volunteers, and supporters during this defining moment in history is another reminder of the care that binds our community.

The success of the 2020 Campaign, in conjunction with great resourcefulness on the part of our team and volunteers, helped us increase our investments in much-needed community services and programs by 40% over the previous year.

# COMMUNITY GENEROSITY

## Workplace Campaigns

102

Workplace Campaigns

2,781

Employee Pledges

\$815,637

Raised through employee gifts and workplace events

## WORKPLACE HIGHLIGHTS



**68.5%** Employees raised over 68% of all campaign dollars in 2020

**19.5%** Over the past 10 years, the average employee pledge has increased by almost 20%

Each year, employees from workplaces both big and small mobilize to raise funds and promote community engagement through campaign and participation in United Way activities. Employee-led and employee-driven, their collective dedication to our community is integral to our ability to improve local lives. Our workplace campaigns, and the amazing employees who lead them, help drive important community impact across our region.

## Corporate & Business Supporters

73

Corporate & Business Donors

6

Fund-matching campaigns

\$298,545

Campaign Achievement

## CORPORATE HIGHLIGHTS



**18** Businesses participated in Day of Caring projects

**30.9%** Contributions from small business increased by over 30% this year

Over 70 different businesses from across our region contributed to our annual campaign and invested in local impact in 2020. Through charitable giving, sponsorship, and volunteer engagement, these partners helped build a positive workplace culture and improve local lives. Despite challenges faced by all in 2020, we saw an incredible surge of support from small businesses who collectively increased their giving to campaign by over 30%.

## Leadership Donors

106

Leadership Donors

17

New Leadership Donors

\$184,345

Campaign Achievement

## Leadership Highlights



**35%** Collective contribution from Leadership Donors increased by 35% in 2020

**23%** Leadership Donors are responsible for almost a quarter of all individual gifts in 2020

Leadership gifts of \$1,200 or more are the bedrock of United Way's work, fueling change across our community. With roughly \$184,000 contributed by over 100 individuals, Leadership accounted for almost a quarter of United Way's 2020 achievement. In 2020, this small but mighty group of donors has seen substantial growth, leading the way in helping United Way meet growing needs across our community.



# TOP 20 CAMPAIGNS

Workplace campaigns have long been the backbone of our annual fundraising efforts. We are deeply thankful for the support and dedication of employees and employers who work together to help improve local lives across our region.

1. Province of NB
2. 5th Canadian Division Support Base Gagetown
3. Forever Fund
4. Federal Government
5. University of New Brunswick
6. UPS
7. Liberty Utilities
8. TD Bank
9. CIBC
10. NB Power
11. The Cooperators
12. Costco
13. Employees of the City of Fredericton
14. Scotia Bank
15. BMO Bank of Montreal
16. St. Thomas University
17. AV Group NB Inc. Nackawic Mill and Unifor Local 219
18. Vestcor Inc.
19. Bell
20. RBC Group



## TOGETHER, THEY CHANGED

Coming together as a community, these 20 organizations showed a continued commitment to giving back and helping their neighbours.

# 21,280 LIVES





# 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.



5 CDSB Gagetown  
Ability New Brunswick Inc.  
Accenture Business Services for Utilities  
All In Research & Innovation Inc.  
Anglophone West School District  
Argyll Associates Ltd  
AV Group NB Inc. Nackawic Mill and Unifor Local 219  
Bayview Trucks & Equipment  
Bell  
Benevity - UK  
Big Brothers Big Sisters of Fredericton and Oromocto Inc.  
BMO Bank of Montreal  
Bootlegger  
Canada Helps  
Canada Life  
Canada Post Corporation  
Canadian National Institute for the Blind  
Capital Region Mental Health and Addictions Assoc  
CGI Information Systems and Management Consultants Inc.  
CIBC  
Colgate Palmolive  
Co-operators Group Limited  
Costco  
Covey Office Group Inc  
Cupe 1418 Sub Local III  
Desjardins Cares and Shares  
Dobbelsteyn Signs Ltd.  
East Dive Limited  
Easter Seals NB/CRCD  
Employees of the Provincial Government

Employees of the Provincial Government  
Employees of the City of Fredericton  
Employees of the Town of Oromocto  
Enterprise Rent A Car  
ESRI Canada Ltd  
EY - Ernst & Young  
Facilicorp NB  
Fairstone Financial  
Forest Hill United Church  
Forever Fund-Endowment Fund of United Way Central NB  
George and Karen Erb Foundation  
Google  
Grant Thornton LLP  
Graystone Brewing Inc.  
Green Shield Canada  
Harvest Jazz & Blues Festival Inc.  
Horizon Health Network  
HotSpot Parking  
HSBC Bank Canada  
I B E W Local 37  
IG Wealth Management  
Innovatia Inc.  
Investia Financial Planning  
J H Landry Professional Corporation  
J. W. Bird and Company Limited  
Jean Coutu Pharmacy  
John Deere Canada  
KBRS and Media Recruitment Solutions  
Klohn Crippen Berger Ltd.  
KPMG LLP  
Law Society of New Brunswick



Liberty Utilities  
 Maple Leaf Homes Inc.  
 Mariner Partners Inc.  
 MD Financial Management  
 Meals on Wheels of Fredericton Inc  
 Mecca Corporation  
 Medavie Blue Cross  
 Mel & Marisa Optometrists Professional Corp  
 Microsoft Canada Company - Halifax  
 Mondelez Canada Inc.  
 National Bank  
 NB Power Corporation/Énergie N-B  
 NBCC  
 Office Interiors  
 Professional Loss Control Ltd  
 R J Bartlett Engineering  
 RBC Group  
 Rogers Communications Inc.  
 Roy Consultants  
 Scotiabank  
 Sexual Violence New Brunswick Inc.

Shaw Group Limited  
 Springhill Infrastructure Limited  
 St Thomas University  
 Stewart McKelvey  
 TD Financial Group  
 Tek Consultants Limited  
 Tim Hortons Fredericton & Minto Group  
 Toromont Cat  
 UFCW Canada Administration  
 United Way/Centraide (Central NB) Inc  
 University of New Brunswick  
 UPS  
 Versaterm Inc.  
 Vestcor  
 Wawanesa Mutual Insurance Company  
 Wilson Insurance Limited  
 wood.  
 WSP Canada Inc.  
 Xerox Canada Ltd

# FINANCIALS

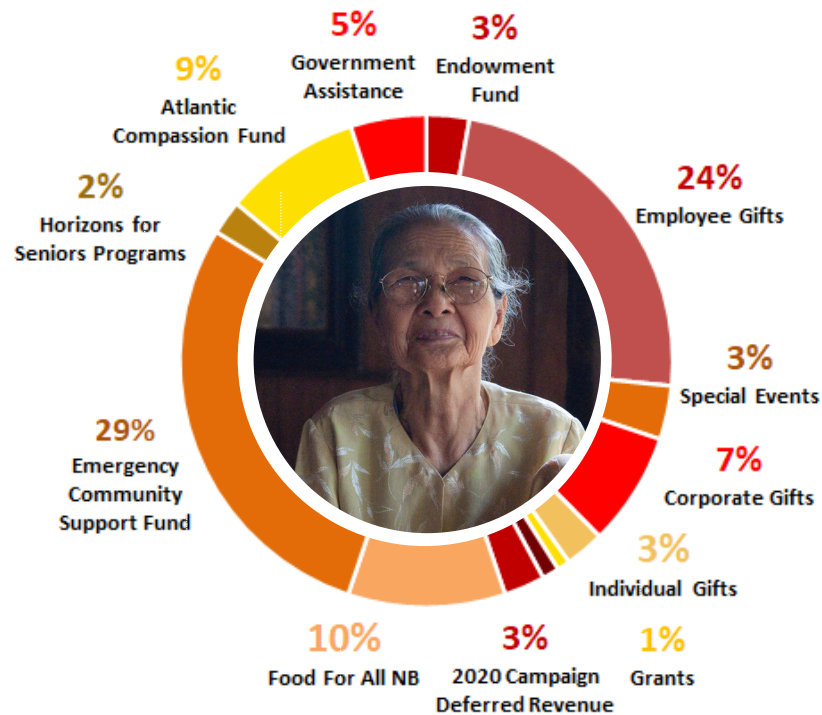
YEAR END MARCH 31, 2021

## + WHERE THE MONEY COMES FROM:

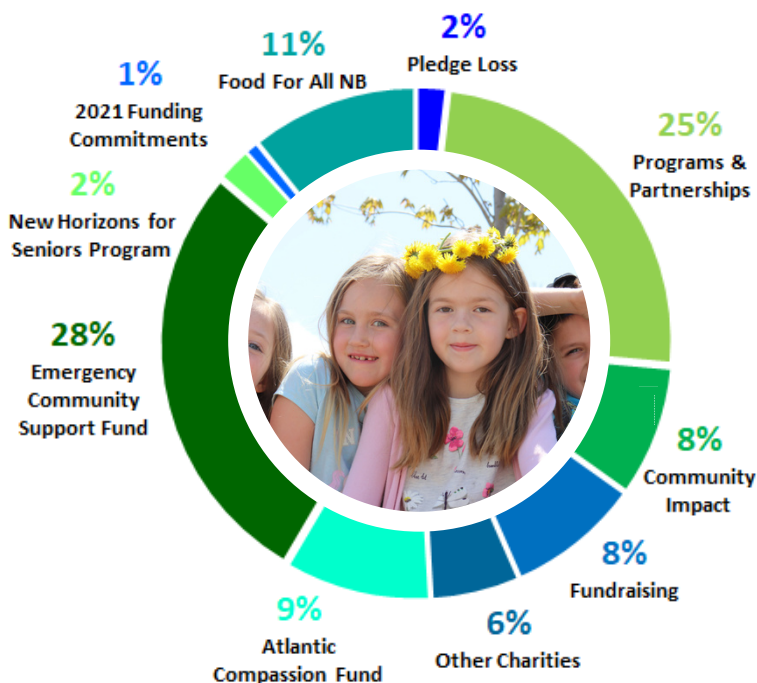
The Forever Fund (Endowment Fund)	\$87,000
Employee Gifts	\$734,832
Special Events	\$108,817
Corporate Gifts	\$230,559
Individual Gifts	\$79,569
Grants	\$25,732
Other	\$34,364
2019 Campaign Deferred Revenue	\$83,009
Food for All NB	\$318,920
Emergency Community Support Fund	\$883,842
Horizons for Seniors Program	\$69,629
Atlantic Compassion Fund	\$278,271
Government Assistance	\$153,042

**TOTAL REVENUE**

**\$3,006,845**



## - WHERE THE MONEY GOES:



Programs & Partnerships	\$730,589
Pledge Loss	\$55,759
Community Impact	\$2249,141
Fundraising	\$255,152
Other Charities	\$167,997
2022 Funding Commitments	\$24,982
Atlantic Compassion Fund	\$278,336
Emergency Community Support Fund	\$825,511
New Horizons for Seniors Program	\$64,821
Food for All NB	\$318,920

**TOTAL EXPENSES**

**\$2,971,208**

FOR OUR FULL FINANCIAL  
STATEMENTS, PLEASE VISIT

[WWW.UNITEDWAYCENTRAL.COM/FINANCIALS/](http://WWW.UNITEDWAYCENTRAL.COM/FINANCIALS/)



# OUR TEAM

The United Way of Central New Brunswick's small and mighty team showed their commitment and adaptability as they navigated a challenging year.



Faith McFarland  
**EXECUTIVE DIRECTOR**



Pam Brown  
**FINANCE ADMINISTRATOR**



Roxana Atkinson  
**DIRECTOR OF COMMUNITY  
IMPACT**



Anne Foster  
**DIRECTOR OF DEVELOPMENT  
& DONOR RELATIONS - UW & FF**



Kate Butler  
**COMMUNICATIONS**



Melissa Giles  
**RESOURCE AND  
DEVELOPMENT**

# UNITED WAY STAFF



United Way works with St. Thomas University's School of Social Work program to provide meaningful placements for their students on a yearly basis. This year, students joined us remotely to help us with our COVID-19 relief efforts.

From top right: Hilary McAllen, Hayley McCarty, and Jacob Leblanc.

## ST. THOMAS UNIVERSITY SOCIAL ACTION PLACEMENTS

20 years ago UPS created an initiative to 'sponsor' an employee from UPS to work with the United Way for 3 months during the campaign season. We are so fortunate to have Diana be that employee for the past three campaigns. Campaign is always a busy time for us and Diana's enthusiasm, hard working nature and her care for community is vital to the success of our campaign.

**DIANA HETHERINGTON,  
UPS SPONSORED EMPLOYEE**



**Emily Meagher,  
Community Engagement Coordinator**



**Jennifer McEathron,  
Digital Donor Coordinator**



**Delaney Crawford,  
Digital Storyteller**



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United Way Central NB



UWCentralNB



UWCentralNB



United Way of Central NB

Charitable Number: 10816 0011 RR0001