

2021-2022 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 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 Wolastoqiyik title and established the rules for what was to be an ongoing relationship between nations.

President's Message ---



For over two years now, we have all faced the personal and collective challenges brought on by the global pandemic. COVID-19 created, and will continue to create, waves that will be felt for years to come. In its ongoing wake, the impact of growing economic and social strain is felt by all, but its gravest impact has been the disproportionate one on individuals and families already experiencing poverty and social inequities.

The pandemic will have repercussions, for decades to come, especially for those who have been most impacted. Our mission is 'to improve lives and build community by engaging individuals and mobilizing collective action,' which means United Way's work is more relevant and urgently needed than ever.

Over the past year, our experience as a fundraiser, grant maker, and systems connector has been put to the test. But together with you and the support of our partners — government, corporate, institutional, donor, and agency — we have mobilized tremendous resources, built community capacity, coordinated support and directed funds to improve local lives. Remarkably, over 22,700 people were directly supported through one of our 43 funded community services, and thousands more individuals received support through our community partnerships and capacity-building initiatives.

In addition to raising more than \$1,151,100 during our annual campaign, United Way volunteers, partners and staff continued to unite, inspire, and engage our community. Our Student United Way worked to deepen opportunities for post-secondary students to engage in community-based learning and volunteerism. With our partners from Shivering Songs, St. Thomas University, and UW funded agencies, Songs of the City made a successful return to the stage with an incredibly inspiring roster of storytellers, songwriters, musicians, and artists. Workplace volunteers showed their local love by joining in our Day of Caring, collectively donating hundreds of hours of work to complete over 20 different community projects and assembling over 200 care packages for those in need.

I would like to thank the many volunteers, community partners, businesses, and donors who make our impact possible. I would also like to recognize our Board of Directors, each of whom took on additional tasks in conjunction with their regular director duties and together, have helped our United Way navigate these challenging times. A special shout out to our United Way staff for their hard work, dedication, expertise, and passion for community. Together we are truly improving local lives and building community. Thank you all.

Nicholas Russon

United Way Centraide Central NB
Board President
2020 - 2022

OUR BOARD OF DIRECTORS 2021- 22



Nicholas Russon
President



Inem Nsimah
Vice-President



Heather Dubè
Past-President



**Scovasky
Ramrattan**
Interim Treasurer



Patrick Wall



Gail Farnsworth



Fiona Williams



Layla Rahmeh



Gracie Gottschalk



Yusuf Shire



Colin Miller
On-Leave



Nikol Ralcheva
On-Leave

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



22,776 lives changed

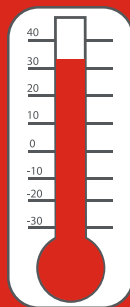


30 community partners



43 programs and initiatives

The above figures are for partner organizations and programs funded through our annual community investment process under our local Community Fund and do not include our many local impact initiatives supported outside of that process.



\$1,151,107 dollars raised

FUNDED PARTNERS

- ● ● Ability New Brunswick
- ● Adult Literacy Fredericton
- ● Autism Connections
- Big Brothers Big Sisters Fredericton & Oromocto
- Boys & Girls Club of Fredericton
- Capital Region Mental Health and Addictions
- Chimo Helpline
- Chipman Community Care
- 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
- Habitat for Humanity Fredericton
- ● Jobs Unlimited
- John Howard Society of Fredericton
- ● Liberty Lane
- ● Meals on Wheels of Fredericton
- Multicultural Association of Fredericton
- Neil Squire Society
- Neqotkuk Health Centre
- New Brunswick Association for Community Living
- New Brunswick Youth Orchestra (Sistema)
- ● Opal Family Services
- Oromocto and Area Food Bank
- ● Partners for Youth
- ● Sexual Violence New Brunswick
- Sunbury West Headstart
- ● Youth in Transition



All That Kids
Can Be



Healthy People,
Strong Communities

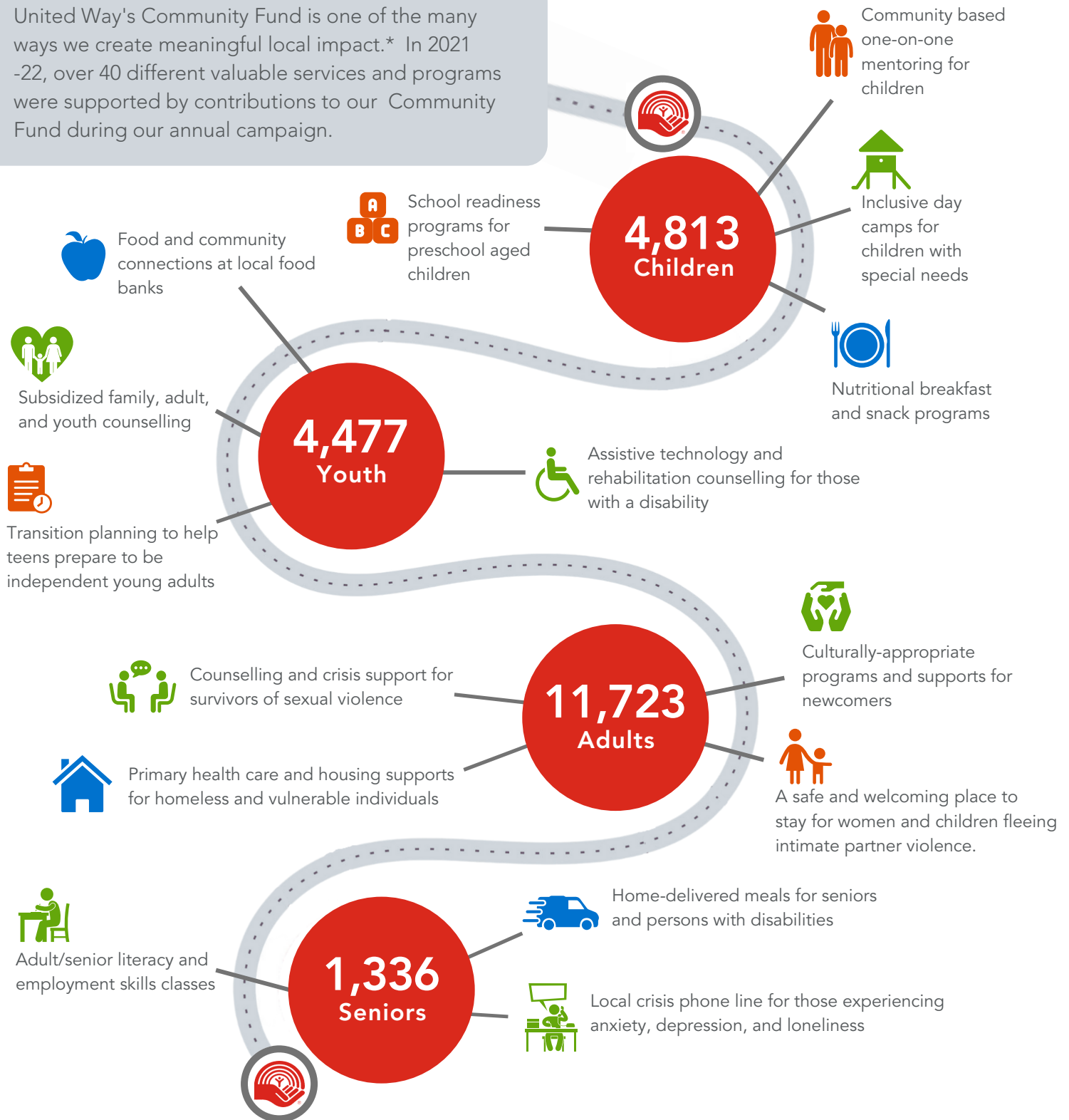


Poverty to
Possibility

IMPROVING LOCAL LIVES

Across all ages & stages

United Way's Community Fund is one of the many ways we create meaningful local impact.* In 2021-22, over 40 different valuable services and programs were supported by contributions to our Community Fund during our annual campaign.



* Figures only reflect service usage for programs funded under our Community Fund and do not include all those positively impacted by United Way's capacity & community building work or our investments in 211NB. For additional information about our 'capacity & community building' work and 211 NB, please see pages 10 - 15.

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 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, helping them to believe in themselves and make healthy choices- from counselling programs that build self-esteem, to summer camps promoting overall wellbeing.



Photo: Ability NB



Kids

Helping children and youth reach their full potential

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



Photo: Camp Marvel

“My daughter has attended Camp Marvel for many years now. It is a time and place where she doesn't have to feel like she is on guard to act "typical" all the time. The value of the time spent with the counselors who understand her requirements without her having to explain herself is immeasurable.

The value of her being in an atmosphere that is altered (dim lighting, low volumes, trained staff), where she doesn't have to struggle to fit in, is priceless. It's one of the few places she is willing to go, that I don't have to convince her. She loves ACF and I love and appreciate all they do for us.

- Bonnie (Mom)

2021 HIGHLIGHTS

105

Kids with special needs reported receiving mentoring at summer camp

160

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

278

Opportunities for vulnerable youth to enjoy inclusive social activities.

543

Youth learned about healthy relationships and violence prevention.

980

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

492

Personal safety assessments provided to youth by qualified counsellors.

77

Children who reported improved mental health through pairing with a mentor.

70,240

Nutritious meals provided to children & youth.



Poverty

Moving people from poverty to possibility

Your donations at work: Teaching skills and providing support to new citizens of our community.



Photo: Multicultural Assoc of Fredericton

In 2016, I came to Canada from Syria, as a single mother with 2 kids. I started learning English through MCAF's foundations class. I completed L6 English & Skills Launch course and I now have a part-time job at a Day Care. I like to help other women who have similar life experiences as myself. They need friends and encouragement. I feel happy when I am able to be there for them and share my experiences. In February 2022, I was introduced to 4 new immigrant families from 3 different countries. I assisted the MCAF staff to learn about their needs and assets and referred them to services they need. I also accompanied new immigrants to their medical appointments and parent-teacher interviews. I plan to keep my relationships with these families and to keep sharing my experiences.

- Meryem
MCAF

2021 HIGHLIGHTS

10

Youth at risk of homelessness received transitional living supports

119

Individuals with a disability received rehabilitation counselling

2,880

Frequency of use of laundry, showers, clothing, and snacks by individuals living rough or in need.

12,535

Bed-nights provided for people living rough or homeless.

30

People with incarceration history or risk factors secured employment.

359

Adults received one-to-one lessons in reading, writing, numeracy, and digital literacy.

8,097

Individuals received nutritious food from food support programs.

84,000

Healthy meals provided to people with disabilities or in recovery.

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 to 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: Community Food Smart Program

How We Help

SUPPORTS FOR PEOPLE WITH DISABILITIES

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

MENTAL HEALTH

United Way is helping individuals and families handle life's challenges - from counselling and peer support groups for people living with addiction and mental health issues, to access to a 24 hour 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 agency support programs.**



Photo: NBACL

NBACL's Family Support Facilitator in the Fredericton region has been working diligently with a family over the past several months to identify unmet needs and assist the family in accessing essential services.

This family includes a single mother who attends university full time as well as a young son who has an intellectual disability. As a result of our support, we were able to get the family approved for funding to support their respite needs as well as provide opportunities for the son to get out into his community (with support from his support worker-who was secured by using approved funding). This has allowed the mother to focus on her studies along with caring for her child.

- NBACL

2021 HIGHLIGHTS

7,291

Newcomers, including immigrants and refugees, engaged with culturally appropriate programs and services for newcomers.

216

Individuals living with intellectual or developmental disabilities had access to work opportunities, vocational programs, and support.

125

Individuals received financial assistance for necessary medical equipment and services

394

People used the local crisis phone line/live chat and one-on-one individual counselling.

125

Individuals who have experienced sexual violence received counselling

451

Safety plans were designed for mothers and children currently or previously affected by violence.

50

Caregivers of children, youth, and adults with special needs were connected to support groups.

38

Individuals with a disability received assistive technology and software to support their studies and work.

CAPACITY & COMMUNITY BUILDING

STRATEGIC PARTNERSHIPS AND INITIATIVES 2021 - 2022

Our Community Fund also helps support many capacity-building, community planning and strategic initiatives outside of our Community Fund supported programs and services.

United Way mobilizes collective impact and promotes sustainable long-term change through investments of time, resources, expertise and funding in strategic partnerships and initiatives.

When donors chose to support our Community Fund, they are investing in local capacity-building, social innovation, and collective impact.



4

collaborations to increase and support volunteerism



3

planning groups and initiatives to increase housing stability and decrease homelessness



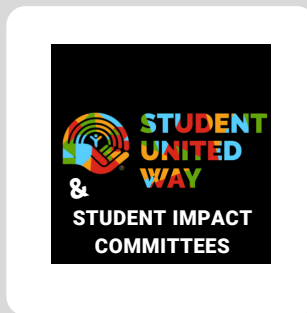
3

programs & partnerships to increase food security



3

initiatives to promote student engagement in community impact



United Way is proud to support collective-impact and community capacity building through a number of short-term and ongoing projects, round-tables and programs not captured here. See our website to learn more about how United Way builds community by mobilizing collective impact.
www.unitedwaycentral.com

211 NEW BRUNSWICK

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

Since launching in Oct 2020, the phenomenal 211 Community Navigators across New Brunswick have answered over 16,000 calls, and connected New Brunswickers to the critical human, social, community, and government support they needed when they needed it most.

In October 2021 the 211 NB Website was launched and allows users to search a broad range of topics based on their location such as housing, mental health and addictions, and food resources. Over 8200 users have accessed the 211 NB website since it's launch.

New Brunswickers Connected with 211

24,827 times since launching



16,401
Calls



8,200
Website Visits



168
Emails



58
Texts

Types of Needs Identified



28.5%

Housing



11%

Health



10.5%

Income



9%

Mental
Health

Our 211 system tracks the types of issues people are seeking help with and how often others also have the same need.

Data about need-type can tell us a great deal about the challenges facing people in our community and where additional resources may be needed.

These are the top needs based on 211 caller data collected from April 1, 2021- March 31, 2022.



211 Service Navigators talk to people in many walks of life. When people need information about services in their communities, 211 can steer them in the right direction.

A 211 Service Navigator took a call from a teacher. She said she was teaching a class on addictions. She had moved to New Brunswick a few months before her call to 211, and said she did not know the local resources in the Fredericton or Saint John areas. She was calling to obtain information on where to start her search and to find out the resources available in that area.

The 211 Service Navigator clarified her situation and her needs for information. She said she wanted more information on addiction services, especially details on the referral process and how best clients could obtain services. She was provided with a list of resources available with all of their details such as contact information, how exactly to apply, and services available at each organization. She was also told how to navigate the 211 New Brunswick website for further information.

The caller was very happy about the 211 service and that she now has a greater understanding of addiction services available. She let the Service Navigator know that she will also visit the 211 New Brunswick website as suggested and will refer her students to 211 as needed.

- Caller Story March 7th, 2022

STUDENT UNITED WAY



Student United Way is a student-led group bridging the gap between campus and community. Volunteering provides students from the University of New Brunswick and St. Thomas University the opportunities to recognize and improve the challenges present in our society.

Our Student United Way is the first in Canada and only the second world-wide.

For the last couple of years, the pandemic posed various barriers, especially physical ones, for students, impeding the group's growth. The easing of restrictions and the return of students to campus opened the door for students to give and act again, especially in a time of so much need.

In the past year, students were able to give back through various opportunities, including the Thankful Thoughts activity that enabled students to write gratitude cards for organizations in the community that do so much, expecting nothing in return. Continuing the initiative founded in 2009 to honour International Women's Day, SUW resumed the project of Tampon Tuesday by collecting monetary donations and personal hygiene products for individuals in deep poverty.



CONNECTFREDERICTON

Aiming to make easy, fast connections between volunteers and agencies, ConnectFredericton brings local needs and people power into a single online hub.

Administered by Volunteer Greater Fredericton, the website benefits two groups: agencies can quickly list their events and needs in one environment that sees high traffic; volunteers are able to visit one site to see community options from almost 200 groups.



CONNECTFREDERICTON

The service reported that agencies began to invite regular volunteers back to assist in services in late 2021. Opportunities and interest in housing, health care, food security, help lines, and other topics were revived.



Within the past year:

- 174 agencies appeared in the portal
- 24 new agencies joined
- 556 new volunteers registered
- the site received more than 50,000 views
- 841 volunteers responded to 115 agency needs

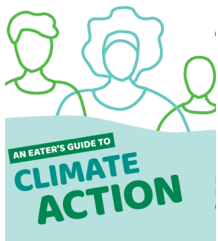
United Way Central continues to provide financial and promotional support for this community service.

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 2021-2022 fiscal year was full of transition and organizational development as Food For All NB welcomed new staff in 3 out of 5 roles and worked with a team of consultants to create an Impact and Strategic Clarity framework. COVID-19 and related restrictions continued to impact people and food systems in New Brunswick. Food For All NB continued to offer spaces for food champions to connect virtually and developed resources to support food actors and their networks to amplify their reach and impact for greater food security in the province.



HIGHLIGHTS FROM 2021-22



An Eater's Guide to Climate Action: Facilitation Booklet

Empowering New Brunswickers to organize important conversations about food and climate change in their own community, FFANB developed and launched the 'Facilitation Booklet' - a compliment to its earlier release, 'An Eater Guide to Climate Action'. Both of these highly impactful resources are now freely available to educators, community groups and individuals via FFANB's website. FFANB was proud to launch the newly developed Facilitation Booklet their bilingual upskilling event, 'Let's Talk Food & Climate'.

Loud About Food Conference

In November of 2021, FFANB hosted 'Loud About Food', a two-day virtual conference featuring more than 20 guest speakers sharing on a range of food-security related topics. More than 80 people registered and attended the event, with a peak attendance of over 60 people. 'Loud About Food 2021' sessions are now available on the LAF Youtube Playlist.



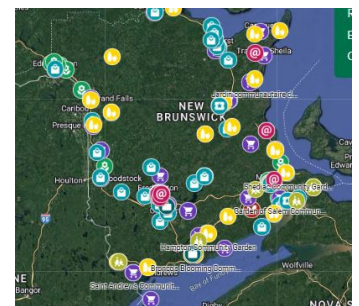
Growing NB's Community Food Mentor Program

FFANB administers NB's Community Food Mentors (CFMs), a province-wide network of certified individuals dedicated to sharing their food skills and knowledge within their own communities. FFANB continued to strengthen the network by hosting virtual information sessions, revamping CFM Training Tools and launching the CFM Directory to help individuals connect to collaborate on community food actions.

Food Security Resource Directory and Food Programs Map

Both the Food Programs Map and the Resource Directory were relaunched in the spring of 2022. Where the Resource Directory provides information and stories about a wide variety of food security topics to website visitors, the Food Programs Map connects visitors to food actors and food movements within the province, including:

- 45 Gardens
- 6 Kitchens
- 45 Fresh Produce Programs
- 37 Markets
- 31 Food Banks
- 12 School and School-Aged Food Programs
- 4 Food Centres
- 4 On Campuses
- 3 Other Food Security Programs
- 6 Food resources and information



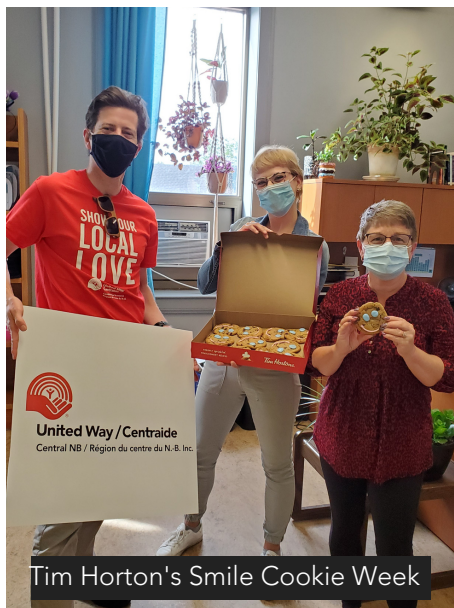
OUR YEAR IN REVIEW



Student United Way



Songs of the City - Elder Blessing



Tim Horton's Smile Cookie Week



Day of Caring - Ability NB



Bootlegger - Regent Mall - Activity Kits for Under One Sky



Youth in Transition - Community Fund



Camp Marvel



United by Local Love

Our Annual Campaign

The need for community-based resources and supports has never been greater, but at the same time, the fundraising and community mobilizing landscape has never been more complex.

Thankfully, even with the challenges we've all faced, our United Way community remained committed to mobilizing local impact through collective generosity. Despite the public health realities that often kept workplaces and individuals separated in 2021-22, you 'united' to change local lives and collectively raised over \$1,151,000.

The collective efforts, generosity, and dedication of our United Way family is inspiring and heartening. Across 74 different employee giving campaigns, dedicated workplace volunteers gave their time, creativity, and leadership to inspire their peers to give and support local community. United, over 2,500 workplace donors and campaign volunteers united to raise almost \$800,000, despite the unprecedented interruptions and challenges facing each of those workplaces.

In 2021-22, corporate partners and employers continued to show their local love through generous grants, employee fund-matching incentives, promoting opportunities for workplace volunteerism, and hosting UW events for their teams (virtually and in-person) to raise awareness about community needs and to inspire workplace giving.

Outside of employee giving campaigns and corporate partners, folks from all walks of life individually stepped forward to support this year's campaign. Hundreds gave through our monthly online province-wide 50/50 draw. Meanwhile over 160 people independently pledged over \$70,000 - making meaningful investments in local impact.

In 2021-22, there was an incredible rise in Leadership Giving (individual donations of \$1,200+), with 29 new community members joining our Leader Donor Rollcall. Collectively, contributions from Leadership Donors increased by 25% over 2021 and raised over \$230,000 – almost 20% of our overall annual campaign.

The collective kindness and dedication of donors across our community 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 our history is another reminder of the caring quality that binds our community. Thank you!

COMMUNITY GENEROSITY

Employee Giving Campaigns

74

Workplace Employee-Giving Campaigns

2,518

Employee Pledges

\$792,146

Raised through employee gifts and workplace special events

Employee Giving Spotlight



"We are fortunate to have had longstanding success with our United Way workplace campaigns at Liberty. The biggest contributor to our success has always been our employees interest in the betterment of our community. We are lucky to have an employer who prioritizes our involvement with the United Way and makes it easy for us to donate through payroll deductions. The comfort in knowing our donation goes to the local agencies that have the highest impact, and are most in need of the funding is a sentiment that makes the choice to donate through United Way an easy one. At the end of the day, we all want what is best for our community and donating to the United Way is one of the most effective and practical ways to achieve that." - Liberty Utilities

Corporate & Business Supporters

44

Corporate & Business Donors
*Includes corporate donations from employee campaigns

13

Fund-Matching Campaigns

\$288,194

Campaign Achievement

Corporate Spotlight



"R.J. Bartlett Engineering Ltd. is celebrating 35 years in business, and has been a proud supporter of United Way Central NB for 30 of those years through initiatives such as payroll deductions, company matching donations and active participation in special programming like Day of Caring, which has become very popular with our staff. Not only are we helping the community in very practical ways, such initiatives foster internal team building and enables a greater sense of community spirit; outcomes we can be collectively proud of and are well aligned with our company values."

- R.J. Bartlett Engineering Ltd.

Leadership Donors

101

Leadership Donors

29

New Leadership Donors

\$230,131

Campaign Achievement

Leader Donor Spotlight



Eric Cook, P.Eng. Executive Director/CEO, RPC

"I have been giving to the United Way since 2004. It is easy to donate through payroll deduction and I have always felt that my efforts were appreciated. You can start small and add a bit each year making it convenient to grow your contribution. I like that our donations are put to work in our community. I also like the diverse agencies that are assisted including youth, poverty, healthy people and strong community initiatives. The United Way is a fantastic way to give back and help those in need. I am proud to identify the United Way as our primary corporate charity initiative and especially proud of our employees who generously give back and care about their community."

Eric Cook, P.Eng.
Executive Director/CEO, RPC

FOREVER FUND

A message from the Forever Fund:

As the Forever Fund (The Endowment Fund of United Way Central NB), we are dedicated to providing long-term support to United Way Central NB year-after-year. Initially seeded by a generous gift from Franklin F. Creighton in 1989, our donors have helped us grow our investment fund to over \$3,000,000! This fund will enable us to provide an annual donation to United Way Central NB for many years to come.



With a future that is sure to be riddled with unknowns, we are focused on helping to provide a stable outlook for our community by ensuring our local United Way can continue their meaningful work funding local programs and mobilizing our community towards a better tomorrow. Next year marks the 25th anniversary of the incorporation of the Forever Fund. We are so proud of what has been accomplished in that time and look forward to making the next 25 years even better!

On behalf of the Forever Fund supporters, we were honoured to accept an award from United Way for placing 2nd in their 2021 Campaign. We want to thank United Way for its leadership through these difficult times and for continuing to impact our community and its members. We are beyond proud of our partnership with United Way Central NB, and we are excited to be able to provide people in Central NB with the opportunity to 'Show their Local Love' for future generations through our planned giving options. To learn more about how you can support your community now and in the future, visit our new website!



NACKAWIC & AREA COMMUNITY FUND



United Way Central continues to support a group dedicated to improving the quality of life within Nackawic and its surrounding areas.

Since 2017, the Nackawic & Area Community Fund has raised and made \$80,000+ available to organizations in the region. Local schools and community groups apply and use the funding to engage students and community with programs such as: leadership, friendship, gardening, meal preparation and delivery, athletic equipment (snowshoes, skates, clothing), gender sexuality wellbeing, documentary filming, and more.

Thanks to the investments of residents (through payroll deductions & donations) and businesses (led by Big Axe Brewing), the Nackawic & Area Community Fund expects to benefit 900 people this year in connection with United Way's focus areas of youth, poverty, and community.

TOP 5 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. Forever Fund
3. 5th Canadian Division Support Base Gagetown
4. Federal Government
5. University of New Brunswick

CAMPAIGN AWARD RECIPIENTS

This year we presented three of our workplace campaigns with awards to show our gratitude for their commitment to United Way and being stewards of the community.

Exceptional Campaign Committee - Liberty Utilities

Every year, the Liberty campaign committee is always very engaged. No matter whom they transition the torch to, the leads continually think of fresh innovative, creative, and exciting ways to get their team motivated to participate. It was an honour presenting them with the Exceptional Campaign Committee award!

Comeback Campaign - Enterprise

Enterprise has faced many challenges over the past two years. We are pleased to see them return with a reinvigorated campaign. It demonstrates their commitment to the community. We were thrilled to give them the Comeback Campaign award.

Welcome Aboard! New Campaign - Employees of the Shaw Group

The Shaw Group has supported United Way Central New Brunswick for years with a corporate donation, this year, that support expanded to include the employees. Welcome aboard Employees of Shaw Group!

Welcome to United Way - GHD

We're pleased to welcome for the first time with a local workplace campaign, GHD! GHD have been strong supporters of United Way nationally and this year we are excited to have the local office come aboard with a local workplace campaign. Welcome aboard GHD!



OUR PARTNERS

United Way of Central New Brunswick is proud to have over 90 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
Activision Blizzard
Allstate Insurance
Anglophone West School District
Argyll Associates Ltd
Arrow Transportation
AV Group NB Inc. Nackawic Mill and Unifor Local 219
BayviewTrucks & Equipment
Bell Canada
Benevity - UK
BMO Bank of Montreal
Brewer Foundation
CAE Inc.
Canada Life
Canada Post Corporation
Canadian Medical Association
CGI
Chipman Youth Centre Inc.
CIBC
Co-operators Group Limited
Costco
Covey Office Group Inc
Cummins Eastern Canada LP
Desjardins Cares and Shares
Easter Seals
Employees of the City of Fredericton
Employees of the Federal Government

Employees of the Provincial Government
Employees of the Town of Oromocto
Enbridge Gas New Brunswick Inc
Enterprise Rent A Car
ESRI Canada Ltd
EY - Ernst & Young
Fairstone Financial
Farm Credit Canada
Forever Fund-Endowment Fund of United Way Central NB
George and Karen Erb Foundation
General Mills Canada Inc.
GHD
Graystone Brewing Inc.
Green Shield Canada
Harvest Music Festival Inc.
Horizon Health Network Fredericton & Upper River Valley
HotSpot Parking
HSBC Bank Canada
IG Wealth Management
Innovatia Inc.
Intact Insurance
J H Landry Professional Corporation
J. W. Bird and Company Limited
Jean Coutu Pharmacy
Klohn Crippen Berger Ltd.
KPMG LLP
Law Society of New Brunswick



Liberty Lane Inc.
Liberty Utilities
Maple Leaf Homes Inc.
Mariner Partners Inc.
MD Financial Management
Mecca Corporation
Microsoft Canada Company - Halifax
Mondelez Canada Inc.
Multicultural Association of Fredericton Inc.
Nanos Research
NATECH Environment Services
National Bank
NBCC
NB Power Corporation/Énergie N-B
Office Interiors
OPAL III - Fredericton Respite Services Inc.
Professional Loss Control Ltd
R J Bartlett Engineering
RBC Group
Roche Diagnostics Division de Hoffman-La Roche

Rogers Communications Inc.
Scotiabank
Sexual Violence New Brunswick Inc.
Shaw Group Limited and their Employees
St Thomas University
Stewart McKelvey
Stuft Burger Bar and Pouterie
TD Financial Group
Tek Consultants Limited
Tim Hortons Fredericton & Minto Group
Toromont Cat
United Way/Centraide (Central NB) Inc
University of New Brunswick
UPS
Vestcor
VIA Rail Canada Inc.
Wawanesa Mutual Insurance Company
Wilson Insurance Limited
WSP Canada Inc.
Xerox Canada Ltd

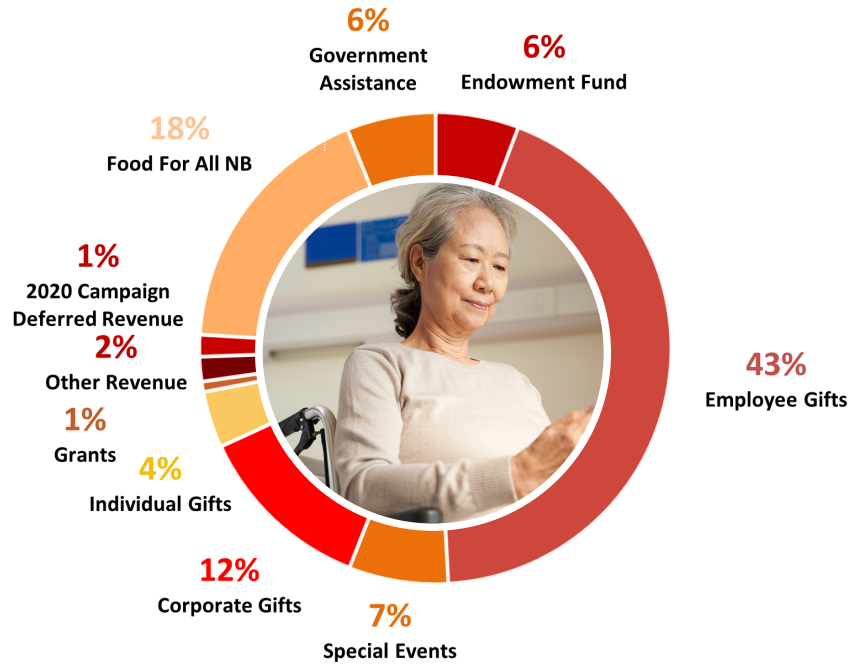
FINANCIALS

YEAR END MARCH 31, 2022

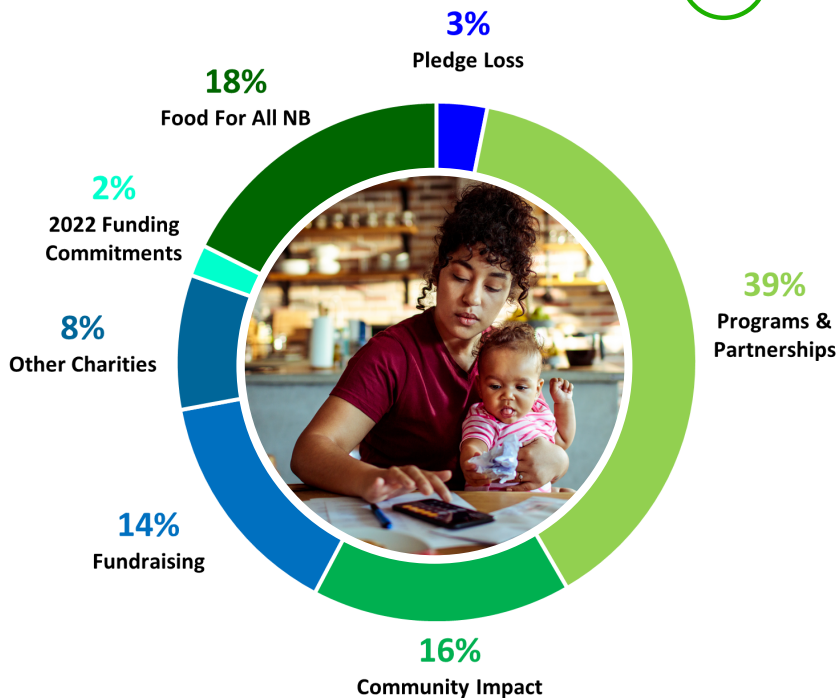


WHERE THE MONEY COMES FROM:

| | |
|-----------------------------------|--------------------|
| The Forever Fund (Endowment Fund) | \$96,000 |
| Employee Gifts | \$727,314 |
| Special Events | \$113,829 |
| Corporate Gifts | \$204,654 |
| Individual Gifts | \$64,867 |
| Grants | \$11,840 |
| Other Revenue | \$28,415 |
| 2020 Campaign Deferred Revenue | \$24,982 |
| Food for All NB | \$301,256 |
| Government Assistance | \$101,842 |
| TOTAL REVENUE | \$1,674,999 |



WHERE THE MONEY GOES:



| | |
|--------------------------|--------------------|
| Programs & Partnerships | \$658,585 |
| Pledge Loss | \$53,824 |
| Community Impact | \$275,345 |
| Fundraising | \$245,480 |
| Other Charities | \$143,089 |
| 2022 Funding Commitments | \$33,493 |
| Food for All NB | \$301,256 |
| TOTAL EXPENSES | \$1,711,072 |

FOR OUR FULL FINANCIAL
STATEMENTS, PLEASE VISIT

WWW.UNITEDWAYCENTRAL.COM/FINANCIALS/

OUR TEAM

The United Way's small and mighty team showed their commitment and adaptability this year as they navigated another challenging year.



Faith McFarland
EXECUTIVE DIRECTOR



Alex Brewer
FINANCE ADMINISTRATOR



Peter Cullen
**DIRECTOR OF COMMUNITY
IMPACT**



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



Kate Butler
**DIRECTOR OF
COMMUNICATIONS AND
MARKETING**



Melissa Giles
**RESOURCE AND
DEVELOPMENT**

UNITED WAY STAFF



Jennifer McEathron - Donor Data Admin



Victoria Velasquez - Student United Way



Gauri Balagopal -
Community Engagement Coordinator



Jacob Moore -
Videographer/Communications Assistant

Local Love ❤️
Impacting Local Lives



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



United Way Central NB



UWCentralNB



UWCentralNB



United Way of Central NB

Charitable Number: 10816 0011 RR0001