



2022

YEAR IN REVIEW

The Endowment Fund of United
Way Central New Brunswick

PRESIDENT'S REPORT

Over the past year, the Endowment board of United Way Central NB (The Forever Fund) continued to forge ahead, building the Forever Fund brand, and exploring ways of reaching new audiences.



Through the dedication and commitment of donors and volunteers, the Forever Fund was proud to announce the achievement of their original \$3 million endowment goal. In addition, on behalf of very generous donors the Forever Fund was the second highest contributor to the annual United Way Central NB campaign with a donation of \$96,000.

While in-person events were still difficult due to the pandemic, our Donor Relations Committee found creative ways to stay connected. Donors were invited to join board members for United Way's annual "Songs of the City" event, which the Forever Fund had sponsored. This touching community story-telling event highlighted the impact being made as a result of their generosity.

The Forever Fund Communications Committee was hard at work this past year, developing and launching a fresh new website, as well as a new promotional video, to be launched in 2023.

I am humbled by the trust that the board continues to place in me to lead this incredible organization, and I am thankful to each member for their continued commitment to serve those most in need in our amazing community. In particular, I want to thank out-going vice president, Jeff Richardson. Jeff has brought empathy, diplomacy, professionalism and dedication to his role and I have learned a great deal from him. He has been involved with the Forever Fund for a very long time, initially as the executive director of the United Way, then as Chair of Communications and most recently as a strategic member of the executive. He will be greatly missed but without a doubt he will continue to be an ambassador and strong supporter.

The upcoming year will be an exciting one, as we grow our brand awareness, connect with existing and potential donors, and celebrate our 25th year since incorporation.

Respectfully submitted,

Cindy Pope

Forever Fund President



A Year in Review



Board Activities and Committee Reports

Our board of directors is comprised of local professionals and community members who are dedicated to providing United Way of Central New Brunswick with financial stability. Thanks to you, the annual donation to United Way Community Fund assists in making an impact on our community!

In 2022, the Forever Fund proudly contributed

\$96,000

to the UW Community Fund!

Donor Relations

The Donor Relations Committee is responsible for maintaining and building strong relationships with Forever Fund donors. Whether it be delivering “thank-you” gifts, sending special invites to events or mailing holiday cards, the committee’s focus is to make our exceptional donors feel appreciated, and to remind them of how their investment will keep on giving for years to come.

Marketing & Communications

The Marketing and Communications Committee took a step back to help the board focus on how to best communicate its story in a clear and consistent way through a Brand Story exercise. This exercise served as a play book to guide all future marketing material creation, including increasing the Forever Fund's social media presence. In April, the Forever Fund launched a new website www.foreverfund.ca; and a new promotional video was filmed over the summer. This new video engaged several lifelong donors and supporters and will be released in 2023.

In anticipation of the Forever Fund's 25th anniversary in 2023, the Committee got a jump start on promotions and other activities, including a logo refresh design to help breathe new life into the purpose of the Forever Fund. The Board's partnership with United Way Central NB provides an easy access point to help donors and supporters give for tomorrow and impact their community... forever.

Governance

The Governance Committee continued its efforts to revamp the By-Laws and policies of the Forever Fund, and aim to have this completed, with the help of legal advisors, by the end of 2023.



Investments

The Investment Committee is responsible for assisting the board in fulfilling its governance responsibilities with respect to the Endowment Fund's investments. The Committee acts in accordance with the board approved Investment Policy and Cash Management Policy. Despite the ongoing challenges and uncertainties created by Covid-19, the investment growth was 10% for the fiscal year ending March 31, 2022, and after annual withdrawals, grew by just over 5% to \$3,103,436. Exceeding \$3.0 million was a huge milestone for the Forever Fund. These funds are held with the Fredericton Community Foundation (60%), CIBC Wood Gundy (39%), and IG Wealth Management (1%). Throughout the year, the Committee meets with our external advisors and administrators.

\$3,000,000!

Nominations & Board Recognition

This Nominations Committee annually reviews the make-up of the board to ensure there's a healthy mix of knowledge, skills and abilities to effectively execute on the Forever Fund's mission. When gaps are identified, outreach begins and applications are considered.

New directors can join throughout the year, as needs arise, but executive positions are only voted on at the Annual General Meeting. For example, in 2022 vice president Jeff Richardson, stepped off the board and we welcomed Braydon Scammell into that role. Board recognition varies depending on the duration and impact of the out-going board member. At times, this committee also executes the process involved with nominating and recognizing "Lifetime Honourary Board Members". In 2022, there were no new recipients for this honour.

Special Events



In 2022 the Forever Fund Special Events Committee planned and executed an online silent auction. It was felt that a 'virtual' event would be the most effective and safest approach for increasing public awareness of the Forever Fund. The Facebook event raised \$1200 and reached 2,300+ people.

2023 marks 25 years since incorporation and the anniversary will be recognized through an evening of celebration at the Fredericton Inn, on April 13, 2023. A separate committee was struck to plan and execute this milestone event, made up of both current board members, and people connected to the board. The goal of this event is to increase public awareness of the work of the Forever Fund while at the same time raising some funds.

The most integral part of Forever Fund?

You!

Thanks to generous Forever Fund supporters like you, United Way Central New Brunswick has long-lasting financial support to do their crucial community work.

Thank you!

