

# 2022-2023 YEAR IN REVIEW



SHOW YOUR LOCAL LOVE.



**United Way  
Centraide**

Central New Brunswick  
Région du Centre  
du Nouveau Brunswick



# TABLE OF CONTENTS

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PRESIDENT'S MESSAGE .....	01	UNITED BY LOCAL LOVE .....	10
BOARD OF DIRECTORS .....	02	COMMUNITY GENEROSITY .....	11
OUR IMPACT .....	03	CAMPAIGN HIGHLIGHTS .....	13
IMPROVING LOCAL LIVES .....	04	OUR PARTNERS .....	14
CAPACITY AND COMMUNITY BUILDING .....	05	FINANCIALS .....	15
211 NEW BRUNSWICK .....	06	OUR TEAM .....	16
A YEAR IN REVIEW .....	07		

## 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

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Dear supporters and fellow community members,

On behalf of the Board of Directors of United Way of Central New Brunswick, we are honored to extend our deepest gratitude to each one of you who has contributed to our mission of creating positive change in our community. Here at United Way of Central New Brunswick, we are proud to have had the opportunity to witness firsthand the incredible impact that our programs and services have had on the lives of our community members. Through our collective efforts, we have been able to provide critical resources and support to those who

need it most, from youth development and education programs to financial stability and health initiatives, and housing for those who most desperately need it.

In 2022-23 we were able to provide over 200,000 meals to students and seniors, over 14,000 bed-nights of shelter provided to unhoused individuals, over 10,000 individuals connected to food support programs and over 9,000 learners engaged in various programs and learning activities to better educate and advocate for themselves and their families in the future. Over 20,000 of our neighbors benefitted from the opportunity to have a warm place to sleep, increased food security and increased their personal education and growth.

As our community and individuals continue to face unprecedented challenges, we remain committed to our mission of making a meaningful difference in the lives of those we serve. While at times the road ahead may be difficult, particularly for those experiencing these issues firsthand, we know that with your continued support, we will be able to build a brighter future for all. A future where we can work towards housing more people, welcome more people to our community, continuing to talk openly about mental health, and continuing to provide safe spaces for kids and youth and those experiencing disabilities a better quality of life. As we move ahead in 2023-24 we will continue to work to open doors and offer support to our neighbours and offer new possibilities for the community of Central NB.

- Inem Nsimah - President, United Way Central NB Board of Directors

# Interim Executive Director Message

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I'm very proud of the successes generated via United Way's relationships this year.

Through 12 units in three buildings (two new, one renovated), the Fredericton Housing First initiative enabled several unhoused people to become renters.

Food for All New Brunswick, an initiative of United Way, provided leadership and collaboration related to school food programs.

Last fall, we put up our hand to participate in the Community Services Recovery Fund. United Way assisted nine agencies in our area with \$461,342 (government funds) to enhance their local impact.

Our own Community Fund put \$642,000 into solutions & support for people living with a disability, seeking shelter, searching for food security, looking for mental health help, increasing their literacy and employment prospects, and other topics you can learn more about in this annual report.

I want to recognize the efforts of the United Way team this past year: Anne, Kate, Alex, Jen, and Faith (our director on leave). Your work empowers our donors and partners to help so many.

Peter Cullen  
Interim Executive Director

# OUR BOARD OF DIRECTORS 2022- 23



**Inem Nsimah**  
President



**Fiona Williams**  
Vice-President



**Nicholas Russon**  
Past-President



**Carole Volpe**



**Gail Farnsworth**



**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



**31,361** lives changed

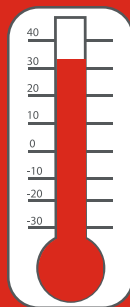


**30** community partners



**40** 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.



**\$1,041,197** dollars raised

## FUNDED PARTNERS

- ● ● Ability New Brunswick
- ● ● Adult Literacy Fredericton
- ● ● Autism Connections
- ● ● Big Brothers Big Sisters Fredericton & Oromocto
- ● ● Boys and Girls Club of Fredericton
- ● ● Camp Canak
- ● ● Canadian Deaf Blind Association
- ● ● Capital Region Mental Health and Addictions
- ● ● Chimo Helpline
- ● ● Chipman Community Care
- ● ● Chipman Youth Centre Inc.
- ● ● Connect Fredericton
- ● ● CNIB New Brunswick
- ● ● Easter Seals New Brunswick
- ● ● Elementary Literacy
- ● ● Family Enrichment & Counselling Services
- ● ● Fredericton Downtown Community Health Centre
- ● ● Fredericton Homeless Shelters
- ● ● Habitat for Humanity Fredericton
- ● ● Inclusion NB
- ● ● Jobs Unlimited
- ● ● John Howard Society of Fredericton
- ● ● Liberty Lane
- ● ● Meals on Wheels of Fredericton
- ● ● Multicultural Association of Fredericton
- ● ● Neil Squire Society
- ● ● 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



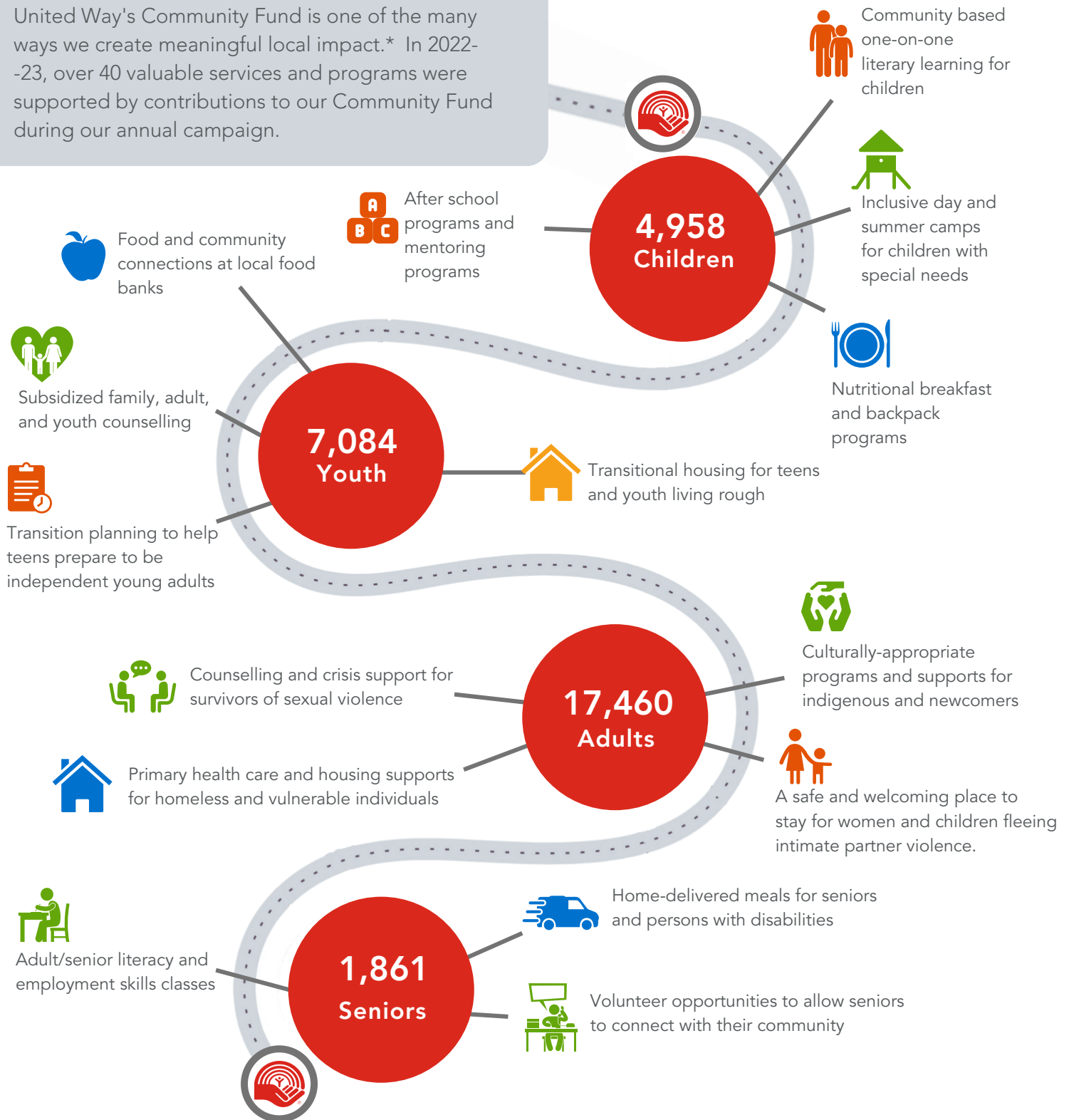
Poverty to  
Possibility



# IMPROVING LOCAL LIVES

Across all ages & stages

United Way's Community Fund is one of the many ways we create meaningful local impact.\* In 2022-23, over 40 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 page 5.



# CAPACITY & COMMUNITY BUILDING

## STRATEGIC PARTNERSHIPS AND INITIATIVES 2022 - 2023

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

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

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



3

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



2

initiatives to promote increased engagement and knowledge of community impact services



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](http://www.unitedwaycentral.com)



# 211 NEW BRUNSWICK

211 is a free, confidential service that connects people to critical social and community support. 211 is 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 35,000 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 88,000 users have accessed the 211 NB website since its launch.

New Brunswickers Connected with 211

**35,481** times since launching



**34,521**  
Calls



**88,000**  
Website Visits



**653**  
Emails



**307**  
Chat

## Types of Needs Identified



**37.1%**  
Income



**26.1%**  
Housing



**5.3%**  
Health



**6.4%**  
Mental Health

Our 211 system tracks the types of issues people seek 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, 2022- March 31, 2023.



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

There is so much variety and change in the human service system. Services are constantly changing, and as technology is increasingly entrenched in people's lives, there are increasing numbers of programs to help people learn to use and even afford the technology. 211 Service Navigators use an extensive database where new information is constantly added and old information is updated. 211 is an excellent place to start searching when looking for a new program.

A Service Navigator took a call from a female older adult from Saint John who was looking for a free cell phone. She also let the Service Navigator know that she had a visual impairment.

The Service Navigator searched for resources. She found a program that gives eligible persons with visual impairments free smartphones loaded with accessible apps. The organization also provides training on how people with visual impairments can use smartphones. The caller was happy to hear of this service and said that she would contact them.

- Caller Story January, 2022

# SONGS OF THE CITY

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Big Brothers Big Sisters

Songs of the City is a special evening of compelling speakers and songwriters that tells the transformative stories of everyday people whose lives have been impacted because of your ongoing support of United Way. In April '22 we hosted our first post-pandemic event to a crowd of over 400 at the Fredericton Playhouse.

Each individual storyteller is matched with a local musician to tell their personal story through both words and song. Songs of the City is presented in partnership with St. Thomas University and Shivering Songs Festival.

We heard transformative stories from Big Brothers Big Sisters, Habitat for Humanity, Apatawsuwikuwam House and Liberty Lane. Each local musician was given the opportunity to chat with the storytellers ahead of

time to get a sense of their story and to be able to write a new song that represented this person's personal story. We were thrilled to have local musicians Matt Comeau, Kylie Fox, Pallmer, The Olympic Symphonium and our Poet Laureate Jordan Tretheway as our companions to our storytellers.

We're incredibly grateful to our partners and sponsors ANBL, KPMG, Forever Fund, St. Thomas University, The Fredericton Playhouse and Shivering Songs for their support.



Matt Comeau

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## 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:

- 185 agencies appeared in the portal
- 15 new agencies joined
- 345 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.

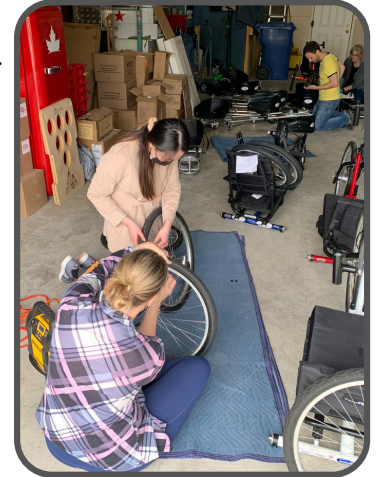


# DAY OF CARING



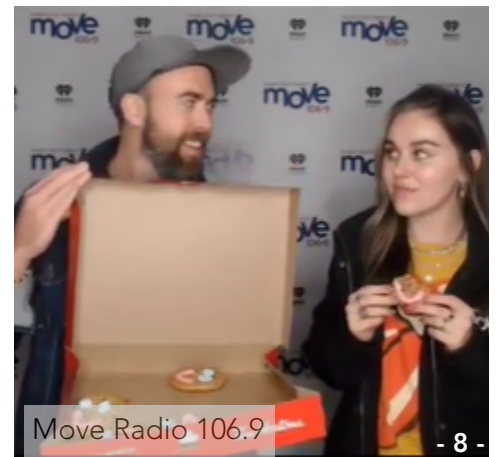
Day of Caring® is a unique program coordinated in your community by United Way Central. Its goal is to mobilize teams of corporate employees or individuals as volunteers, to complete meaningful, hands-on projects or compile items for care packages that will significantly assist local non-profit agencies in Fredericton, Oromocto and surrounding areas. Day of Caring event brings the community together while demonstrating the power of volunteering. Local businesses partner with United Way of Central NB to assist in completing projects and also contribute by compiling frequently used items by the agencies as care packages. In 2022, 115 volunteers participated at 11 agencies, equaling \$12,500 in skilled labour.

"Taking part in United Way's Day of Caring gives me a great sense of purpose and meaning. It is an opportunity to give back to my community and to learn about so many non-profit agencies and the services they provide that I did not know existed. Thank you for allowing us to participate and contribute. I look forward to the Day of Caring each year because every project takes me to a new location to learn and make a difference in my community." - June Gautreau, Service NB, Day of Caring Workplace Volunteer



# SMILE COOKIE WEEK

We partner with Tim Horton's each year as they present their annual Smile Cookie Week. Smile Cookie Week aims to promote local community charity and partner organizations across Canada by supporting them through a \$1 from each smile cookie sold at their local Tim Horton's. This is a large charity campaign for Tim Horton's and they have been an incredible support to United Way since this campaign began. This year we were again excited to partner with the Smythe Street Tim Horton's team in Fredericton to promote United Way through their Smile Cookie campaign and we're excited to say that together we raised over **\$6300** (that's a lot of cookies!) through this campaign. Each year, during smile cookie week, we surprise some of our local partner agencies with smile cookies to thank them for their hard work and it's always such an excellent opportunity to thank them personally for the fantastic work they do in the community!



# FOOD FOR ALL NB

Food For All NB made remarkable strides in 2022 reflecting our unwavering dedication to empowering communities and driving impactful change in the food system. By creating comprehensive toolkits, organizing virtual training sessions, forging strategic partnerships and welcoming new CFM members, we have set a strong foundation for continued success. Our accomplishments exemplify our commitment to building a sustainable, inclusive and food-secure future for all.



## HIGHLIGHTS FROM 2022-2023

### School Food Landing Page:

In 2022, we proudly launched a School Food Landing Page on our website! Food for All NB has been increasingly involved in school food advancements on many fronts from completing the "Who's Who in the School Food Zoo?" project to signing on as many members of the Coalition of Healthy School Food and joining their Steering committee, to become Farm to School Regional Lead in NB. Through networking and ongoing conversations, we have laid a strong foundation for collaboration and progress in the coming year.



### Toolkit Development

In 2002, Food For All NB dedicated itself to empowering individuals by creating five comprehensive toolkits. These toolkits served as invaluable resources, equipping our network with community food actions with the necessary tools and guidance to initiate and sustain meaningful community food actions. Our goal was to provide individuals with practical guides for a range of food-related initiatives within their communities, ensuring they had the resources needed to make a lasting impact.



### Virtual Community Food Mentor Training

In a historic move, Food For All NB conducted its first-ever Virtual Community Food Mentor Training in the fall of 2022. The training program consisted of eight bilingual virtual sessions, each lasting two hours. The sessions covered seven distinct topics including Key Terms for Food Movements, Health, Climate and Food, Communication & Facilitation, Starting a Community Food Action, Grant Writing, and Fermentation & Food Skills. The feedback received from the participants was overwhelmingly positive and served as an inspiration to continue developing materials for this program in the future.



### Engagement of Newly Graduated CFM Members

We celebrated a significant milestone in 2022 as we engaged and welcomed 50 newly graduated members of our Community Food Mentor (CFM) program. These passionate individuals, who completed the program in Oct 2022 have demonstrated their commitment to promoting food security and community involvement. They are now part of our growing network, contributing to our collective efforts to foster positive change.



#### FOLLOWERS

2,472

#### REACHED

32,834

#### VISITS

2,094



#### FOLLOWERS

806

#### REACHED

2,325

#### VISITS

496

\*January 1, 2022 - June 20, 2023





# United by Local Love

## Our Annual Campaign

United Way Central New Brunswick raises funds locally to invest directly into vital services and supports that serve thousands of people in our region, ensuring that everyone can access help, when and where they need it most.

Contributions to our annual campaign through workplace campaigns, corporate donations and individual donations to our community fund helped to strengthen our community social support network, providing a foundation of hope, dignity, and a sense of belonging.

## Impact of your Gift

January, 28, 2021; a day to be remembered for Brody. His long wait for a Big Brother was over! Annette Atkinson, caseworker at Big Brothers Big Sisters remembers his excitement on that day and months later he still lights up when John comes to take him out for an outing.

Being matched with John has given Brody a special connection with a mentor and plenty of new opportunities. Brody has enjoyed a few firsts with John: going to the movie theatre, building a camp fire and roasting hotdogs, a snowmobile ride, and making ice-cream (delicious!). He loved going to The Purrfect Cup Café to see the cats (so much, he had to go back for a second visit!). He has also enjoyed so many more activities with John like laser tag, making homemade pizza, relaxing in the hot tub, learning to use a hammer, and going out for Halloween. John's relationship and time with Brody contributes to his social and emotional competence, his mental health and wellbeing, and educational engagement. John is so happy to be Brody's Big Brother. Brody felt very special when he hosted a birthday party at his house for him. Taking him to the dentist and for a haircut also, shows Brody that John cares for him and not just through activities but by actively being an active participant in his life. John enjoys being a Big Brother by seeing how happy Brody is with him. No matter what they do, they have fun and the smile on Brody's face says it all!

**– Big Brothers Big Sisters of Fredericton and Oromocto - Funded Agency**

# COMMUNITY GENEROSITY

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## Employee Giving Campaigns

**64** Workplace Employee Giving Campaigns

**1,963** Employee Pledges

**\$670,773** Funds raised through employee gifts and workplace special events



## Corporate and Business Supporters

**45** Corporate and Business Donors

**14** Fund Matching Programs

**\$302,788** Campaign Achievement



## Leadership Donors

**82** Leadership Donors

**12** New Leadership Donors

**\$197,756** Campaign Achievement





# FOREVER FUND

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The Forever Fund is the Endowment Fund of United Way Central NB that was initially seeded by a bequest from Franklin F. Creighton in 1989. Since then, generous donors have allowed the endowment fund to reach and exceed the \$3,000,000 goal initially set out in the organization's infancy.

The Forever Fund is active through a board of directors comprised of local professionals and community members dedicated to providing United Way of Central New Brunswick with perpetual investments in the Community Fund. This year, Forever Fund contributed \$98,500 to the Community Fund and sponsored our 2023 Songs of the City event in January. 2023 marks 25 years since incorporation and the anniversary was recognized through an evening of celebration in mid-April. Members of our community gathered together to celebrate the past, present, and future of the Forever Fund. The evening featured a walk down memory lane with guest speaker Lydia Lapointe (a co-founder of Forever Fund) and the premiere of a brand-new promotional video featuring lifelong friends and supporters of United Way and Forever Fund. This milestone was also marked by a Silver-Anniversary re-design of the iconic tree logo, pictured above.

This year, Forever Fund was proud to receive the Top Community Fund Contributor award in recognition of their contribution to the United Way Community Fund, ensuring programs throughout the community receive the support they need!



## 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 \$101,000+ available to organizations in the region. Local schools and community groups apply and use the funding to engage students and the community with leadership, friendship, gardening, meal preparation and delivery programs, athletic equipment (snowshoes, skates, clothing), gender and sexuality wellbeing, documentary filming, and more.

Thanks to residents' investments (through payroll deductions & donations) and businesses (led by Big Axe Brewing), the Nackawic & Area Community Fund expects to benefit 1250 people this year in connection with United Way's focus areas of youth, poverty, and community.

## TOP 5 WORKPLACE 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. Employees of the Province of NB
2. Employees of the Federal Government
3. University of New Brunswick
4. 5th Canadian Division Support Base Gagetown
5. Liberty Utilities

## TOP COMMUNITY FUND CONTRIBUTOR

This year, upon reviewing the campaign achievements and determining what we previously considered our “Top 5 Campaigns” it struck us that this didn’t adequately reflect the impact certain organizations have had on not just our campaign total, but our Community Fund total. Donors who give directly to the Community Fund illustrate their confidence in UW Central as an organization and want their dollars invested in programs that directly help their community.

It was then decided to create a special award to highlight the individual or organization who made the single largest contribution to the United Way Central Community Fund, and therefore the most significant impact on their community, and by a landslide, with a total donation of \$98,500 directly to the Community Fund, this year that award is presented to Forever Fund. We are immensely grateful for Forever Fund's dedication to providing us with the financial security to help some of our community’s most vulnerable members.





# OUR PARTNERS

United Way of Central New Brunswick is proud to have over 80 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  
Anglophone West School District  
Argyll Associates Ltd  
AV Group NB Inc. Nackawic Mill and Unifor Local 219  
BayviewTrucks & Equipment  
Bell Canada  
BMO Bank of Montreal  
Bootlegger  
Canada Life  
Canada Post Corporation  
Canadian Union of Public Employees  
CGI  
Chestnut Building Solutions Inc.  
CIBC  
Costco  
Covey Office Group Inc  
Cox and Palmer  
Cummins Eastern Canada LP  
Desjardins  
Dobbelsteyn Signs Inc.  
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  
Fairstone Financial  
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  
Intact Insurance  
Ivari  
J H Landry Professional Corporation  
KPMG LLP  
Law Society of New Brunswick  
Liberty Utilities  
Maple Leaf Homes Inc.  
Mariner Partners Inc.  
Medavie Foundation  
Mondelez Canada Inc.  
Motorola Solutions Canada Inc  
National Bank  
NB Power Corporation/Énergie N-B  
Office Interiors  
Oromocto Community Residence Inc  
Premiere Van Lines  
Professional Loss Control Ltd  
R J Bartlett Engineering  
RBC Group  
Rogers Communications Inc.  
Scotiabank  
Sexual Violence New Brunswick Inc.  
Shaw Group Limited  
St Thomas University  
Stewart McKelvey  
T&T Line Construction  
Take Two Software  
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  
Whirlpool Corporation  
Wilson Insurance Limited  
Wood  
WSP Canada Inc.

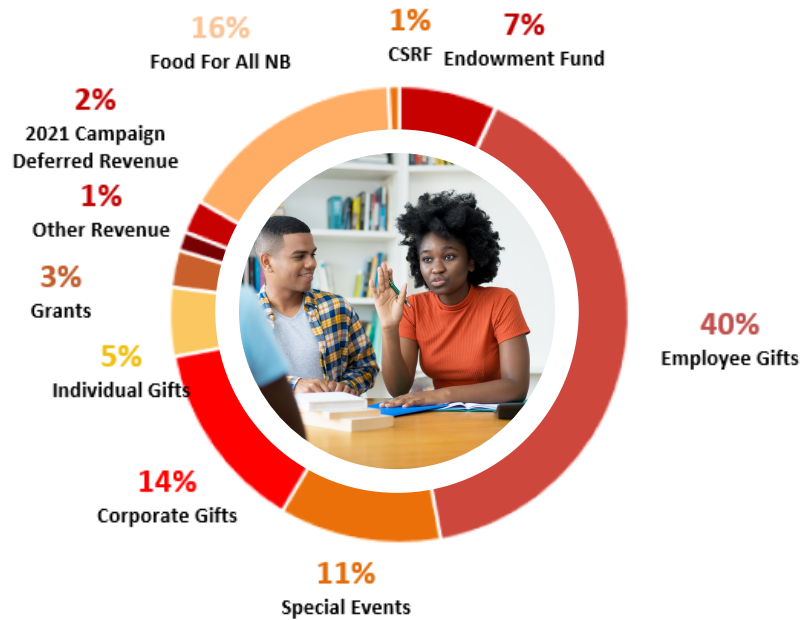
# FINANCIALS

YEAR END MARCH 31, 2023

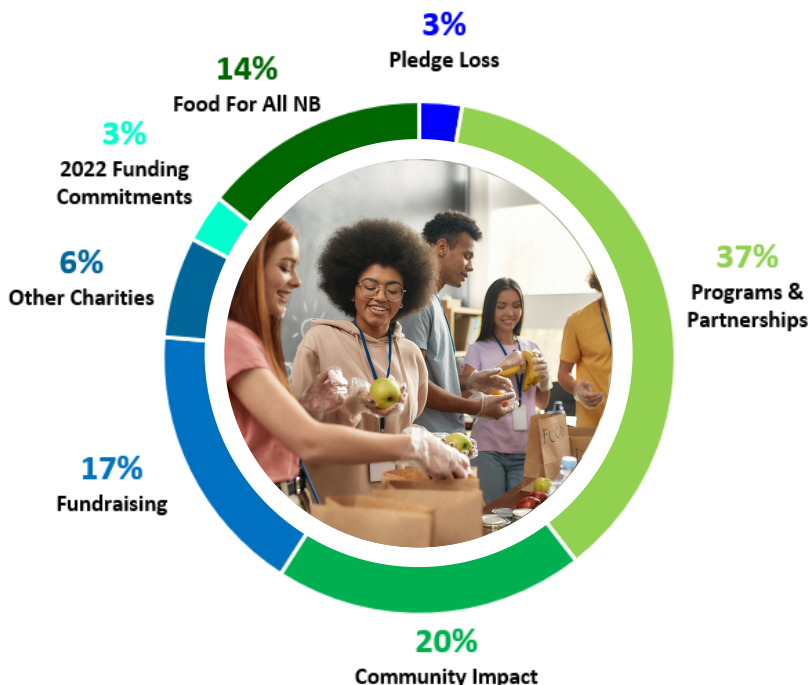


## WHERE THE MONEY COMES FROM:

The Forever Fund (Endowment Fund)	\$98,500
Employee Gifts	\$567,805
Special Events	\$160,938
Corporate Gifts	\$190,838
Individual Gifts	\$68,897
Grants	\$36,578
Other Revenue	\$19,351
2020 Campaign Deferred Revenue	\$33,493
Food for All NB	\$226,083
Community Services Recovery Fund	\$10,365
<b>TOTAL REVENUE</b>	<b>\$1,412,846</b>



## WHERE THE MONEY GOES:



Programs & Partnerships	\$581,711
Pledge Loss	\$42,841
Community Impact	\$309,566
Fundraising	\$272,239
Other Charities	\$100,819
2023 Funding Commitments	\$47,708
Food for All NB	\$226,083
<b>TOTAL EXPENSES</b>	<b>\$1,580,967</b>

FOR OUR FULL FINANCIAL  
STATEMENTS, PLEASE VISIT

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

# OUR TEAM

Behind every great organization, there is a team that makes each day better than the last. The United Way team has many talents and successes as individuals and as a team. They continue to rise above to put the community first and make it a better place for everyone.



Faith McFarland  
**EXECUTIVE DIRECTOR (ON LEAVE)**



Peter Cullen  
**INTERIM EXECUTIVE  
DIRECTOR**



Alex Brewer  
**DIRECTOR OF FINANCE**



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



Kate Butler  
**DIRECTOR OF  
COMMUNICATIONS AND  
MARKETING**



Jennifer McEathron  
**CAMPAIGN ADMINISTRATOR/  
COMMUNITY IMPACT**





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United Way Central NB



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United Way of Central NB

Charitable Number: 10816 0011 RR0001