

FOREVER FUND

2023 YEAR IN REVIEW

THE ENDOWMENT FUND OF THE UNITED WAY OF CENTRAL NEW BRUNSWICK



PRESIDENT'S WELCOME REMARKS

The Forever Fund had a very productive and rewarding 2023. The first part of the year focused predominantly on the planning and execution of the 25 Anniversary Celebration. The event took place in April, at the Fredericton Inn. This location has been our host hotel for our monthly board meetings for the last 25 years and we continue to be humbled by their generosity. It was a special evening commemorating all those who have supported the Forever Fund since its incorporation, and I'm very thankful to all those involved with creating such an unforgettable event.

The board composition saw a few changes. We said our thanks and best wishes to outgoing board members, Oliver Glencross, Treasurer, and Braydon Scammell, Vice President. United Way representation was shared by Acting Executive Director, Peter Cullen, and Anne Foster, Director of Programs and Donor Relations. The Forever Fund appreciates their commitment to keeping the board informed of United Way's programs, services, campaign challenges, and successes. It's a privilege to continue to support their important work. The Forever Fund also welcomed our new Treasurer, Kate Bao, and Directors Courtney Lepage, Marley McLellan, and returning board member, Andrew Russell. Lastly, I'm happy to introduce our new board President, Patricia Seaman, who is looking forward to meeting each Forever Fund supporter and leading our efforts over the next couple of years.

In the Fall, the board was also thrilled to welcome our new Endowment Officer, Doubra Ifebueme. Doubra is relatively new to Canada, as an MBA student of the University of New Brunswick, and brings with her over a decade of experience in the financial sector, along with several years of experience in philanthropy. She is passionate about helping those in need, in Central NB, and getting to know the Forever Fund's existing and future legacy donors.

I'm thankful to Dan and Barb Nicholson, for hosting our board's summer potluck, and to Sherri and Bob Hatheway for hosting the board's holiday potluck. Both events have become a special time for current directors and honorary lifetime members to connect, reflect, and share ideas for the year ahead.

I appreciate each Forever Fund donor for entrusting the board with their legacy investments. It is an honour and responsibility that our board takes with care and pride. It was a privilege serving as President of the Forever Fund, along-side my incredible executive, over the past three years. We have a strong board, composed of professional, committed and highly skilled directors. They inspired me to work harder and make me truly excited about the future of the Forever Fund. In particular, I'm thankful to my Past-President, Dan Nicholson, for his on-going mentorship, guidance and commitment to ensuring we always uphold the Forever Fund's original mission of "providing the people of Central New Brunswick a central access point for planned giving that helps to preserve the future of the United Way's services through stable annual investments that support local community impact projects and services".

CINDY POPE

Forever Fund President

ENDOWMENT OFFICER'S REPORT

I would like to express my gratitude for the incredible journey we've shared in 2023. It was an honor and privilege to serve as your Endowment Officer since my recruitment earlier in the year.

In 2023, we didn't just mark the passing of time; we celebrated milestones that define our collective dedication. Together, we grew our brand awareness, while welcoming new board members to the Forever Fund family.

Two of the major highlights of the year were surpassing the \$3 million mark in our fund, as well as celebrating our 25th anniversary, allowing us to reflect on the meaningful impact we've made over the years, thanks to the unwavering support and commitment of each one of you.

The Forever Fund also had the opportunity to participate in a unique event... our first Death Expo! We set up an information booth at the New Maryland Recreation Centre to help people better understand what the Forever Fund was about, and how they could start the conversation about leaving a legacy gift.

Our efforts reflect our commitment to growth and evolution, ensuring that our leadership remains as dynamic as our vision. A heartfelt appreciation to Cindy Pope, our esteemed Past-President, for her lasting impact and continued support in guiding our initiatives.

DOUBRA TEBUEME

Forever Fund Endowment Officer

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BOARD ACTIVITIES & COMMITTEE REPORTS

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.

The Forever Fund was, once again, a proud sponsor of the United Way Songs of the City event, at the Fredericton Playhouse. A wonderful event that captured community members’ heartfelt struggles and supports told through original music by local songwriters. These stories of transformation were shared by people whose lives have been impacted because of your ongoing support of United Way.

In 2023, we also welcomed two new Friends to the “Friends of the Forever Fund”. A Friend is recognition for those who have invested \$10,000 or more to the Forever Fund and their community and are reflected on our Donor Wall inside the Fredericton Inn.

To wrap up the year, we designed and delivered Forever Fund journals for our Friends. The Donor Relations committee looks forward to an in-person spring gathering of Friends in the year ahead.

TREASURER

On behalf of all Forever Fund donors, the Forever Fund was proud to make a **3.5% donation of \$98,500** in March to the United Way Central NB. This was the largest donation the Forever Fund has made to the United Way’s annual campaign in its 25-year history!



The Forever Fund was grateful to accept the United Way’s 2023 Community Impact Award

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GOVERNANCE

The Governance Committee continued its efforts to revamp the by-laws of the Forever Fund, including meeting and corresponding with a legal advisor to redraft and update our by-laws and policies.

In addition, Past-President Dan Nicholson presented to the board on “Endowment Giving” and “Charitable Donation Tax Credits”. Both presentations were extremely beneficial in growing our overall understanding of the tax implications around charitable donations and the pros and cons for each endowment gift option.

INVESTMENT

The Investment Committee is responsible for assisting the board in fulfilling its governance responsibilities with respect to the Endowment Fund’s investments and acts in accordance with the board-approved Investment Policy and Cash Management Policy, and by the Fredericton Community Foundation (56%); CIBC Wood Gundy (43%); and IG Wealth (1%).

The Forever Fund Endowment Fund ended the March 31, 2023 calendar year with a total investment portfolio balance of \$3.17 million, an increase of 2% over the previous calendar year. While the Fund continued to experience market volatility, driven by ongoing challenges created primarily by inflation, interest rates, and Russia’s invasion of Ukraine, this growth was due entirely to the generous support of Forever Fund donors.

In addition to the contributions of many long-term supporters, the Forever Fund received two substantial donations which, combined, totaled more than \$200,000. Investments that will have a lifetime impact on both individuals, and the community as a whole.

The committee meets with the external managers throughout the year and would like to recognize our investors for the work they do behind the scenes to protect those investments so that the Forever Fund can continue to grow. Their care and commitment allow us, on behalf of our donors, to make sizable donations back to the United Way of Central NB and the community organizations it supports.

VIEW OUR 2023 FINANCIAL STATEMENTS AT WWW.FOREVERFUND.CA

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HUMAN RESOURCES

In July 2023, we were pleased to hire **Doubra Ifebueme** as the Forever Fund's part-time Endowment Officer. Doubra's professionalism, personability and experience in both the for- and non-profit sectors made her an ideal fit for the role.

Since starting, Doubra has immersed herself in learning from founders, donors, board members, and community members all while working towards the completion of her MBA at the University of New Brunswick. Having a reliable employee on the team is important to the ongoing work of the Forever Fund.



NOMINATIONS

In 2023 the Nominations Committee was proud to welcome Courtney Lepage, Marley McLellan, Andrew Russell, and Kate Bao to the board. Patricia Seaman accepted the role of Chair after the completion of Cindy Pope's term in the role.

Volunteer board members were approved at the Annual General Meeting (AGM) with Cindy Pope moving into the position of Past-President; Patricia Seaman accepting the role as Chair; Misty Wade Hovey as Vice-Chair; Ruth Preston staying on as Secretary; and Kate Bao in the position as Treasurer.



From left to right: Misty Wade Hovey (Vice-Chair), Cindy Pope (Past-President), Patricia Seaman (Chair), Ruth Preston (Secretary), and Kate Bao (Treasurer)

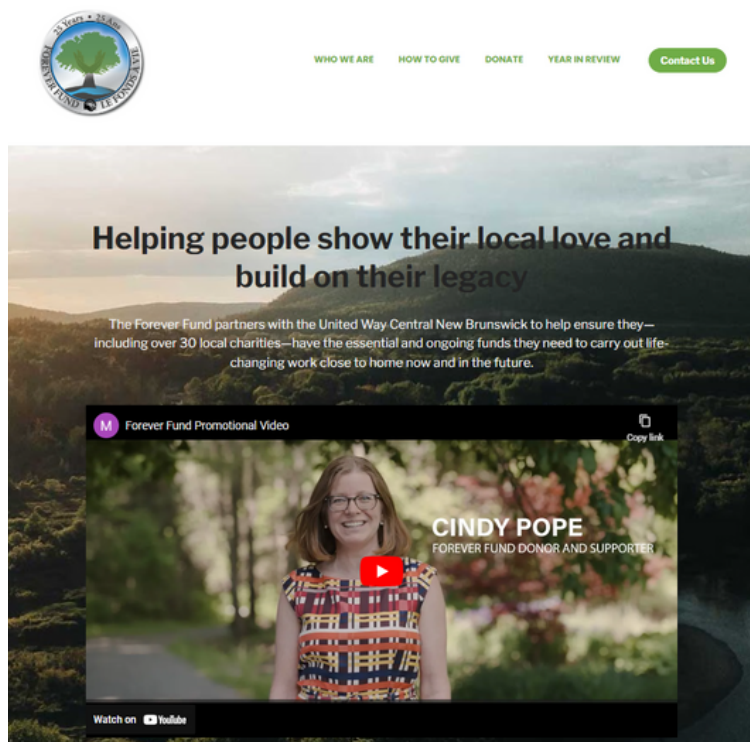
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COMMUNICATIONS & MARKETING

The Forever Fund's Marketing and Communications Committee was able to take our existing communications playbook to help our board continue to tell its story in a clear and consistent way through various channels including our:

- **Website** - www.foreverfund.ca launched in 2022 and continued to be updated.
- **Social Media** - our [Facebook](#) following increased from 181 to nearly 300 over the last 2 years. We also created a new [LinkedIn](#) page to allow us to reach professional networks and expand our reach.
- **Promotional video** - throughout the summer of 2022, we engaged several lifelong donors and supporters and had the pleasure of officially screening our video during the Forever Fund's 25th Anniversary Celebration.



Watch or rewatch our video on our www.foreverfund.ca homepage

The committee also supported promotional efforts for the Forever Fund's 25th Anniversary Celebration, including:

- **Forever Fund logo refresh** - in recognition of our special milestone
- **Daily Gleaner** - advertisement and news story featuring board member, Oliver Glencross
- **CBC Radio** - community event interview with Jean Armstrong on Information Morning
- **Songs of the City** - event program profile and pop-up banner at the Fredericton Playhouse

To cap off the year, the committee also produced a new Forever Fund pop-up banner and organized board photos for use on our website, social media, and in Christmas cards.

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SPECIAL EVENTS

2023 marked 25 years since the Forever Fund's incorporation!

This 25th Anniversary Celebration featured an evening with dinner and entertainment at the Fredericton Inn on April 13, 2023. A separate Special Events Committee was struck to plan and execute this milestone event and was made up of both current board members and people connected to the board including Carol Burtt who has a passion for events and our larger community. Several sub-committees were created for marketing and communications; decorations and seating charts; ticket sales; and sponsorship. All board members were asked to help sell tickets and secure sponsors. A true team event with the shared goal of increasing public awareness of the Forever Fund's efforts and its partnership with the United Way of Central NB.

Event highlights included:

- Recognition of donors, 30+ local United Way charities, and event sponsors
- Emcee John Leroux kept the evening rolling with stories and laughs
- Performance by local Broadway star, Tony LePage
- Screening of our Forever Fund promotional video
- Raffle and amazing door prizes

In 2024, the committee is planning an in-person breakfast event. More to come!



The Forever Fund 25th Anniversary Celebration

Thank you to our sponsors and supporters who joined us on Thursday, April 13, 2023



CIBC PRIVATE WEALTH
MAIS REYNOLDS FINANCIAL GROUP

A dinner event that makes a
Big Impact in a Broad Way

The Forever Fund
25th Anniversary Celebration



Special performance by
local Broadway star, Tony
LePage



2023 IN REVIEW

EVENTS, GATHERINGS AND MORE!





THANK YOU!

Thanks to generous supporters like you, the United Way of Central New Brunswick has the long-lasting financial support needed to carry out life-changing work close to home now and in the future.



Land Acknowledgement

We respectfully acknowledge that the land on which we gather and work stands on the unsundered and unceded traditional territory of the Wolastoqiyik, Wəlastəkewiyik/Maliseet people whose ancestors along with the Mi'Kmaq/Mi'kmaw and Passamaquoddy/Peskotomuhkati Tribes/Nations signed Peace and Friendship Treaties with the British Crown in the 1700s to establish an ongoing relationship of peace, friendship and mutual respect between equal nations.

The river that runs by our office is known as Wolastoq (WOOL-LUSS-TOOK), along which live Wolastoqiyik (WOOL-US-TOO-GWEEG)—the people of the beautiful and bountiful river. Wolastoq (WOOL-LUSS-TOOK) is also called the St. John River.