

FOREVER FUND

2024

YEAR IN REVIEW

THE ENDOWMENT FUND OF THE UNITED WAY OF CENTRAL NEW BRUNSWICK



WELCOME REMARKS

PRESIDENT

This past year has been one of dedication, transition, and lasting impact as we continue our mission of ensuring a stable, sustainable future for the United Way's services in Central New Brunswick. Through the Forever Fund, we provide a central access point for planned giving, enabling long-term investments that support vital community programs and services.

2024 has brought several important transitions within the Forever Fund. In October 2023, I had the privilege of stepping into the role of President, following **Cindy Pope**'s outstanding leadership. Cindy continues to serve as Past President, offering invaluable guidance alongside Dan Nicholson and our dedicated board.



We also bid farewell to valued board members **Fiona Williams**, **Courtney LePage**, and **Simon Wassef**, whose contributions have left a lasting mark on our organization. At the same time, we welcomed new leadership, with **Kate Bao** stepping into the role of Treasurer and **Marley McLellan** and **Andrew Russell** joining as Directors. Their insights and expertise bring fresh energy and perspectives to our work.

Our Endowment Officer, **Doubra Ifebueme**, who joined us in 2023, has been instrumental in strengthening donor relations, securing new contributions, and introducing fresh ideas to enhance our foundation. We are also deeply grateful for **Peter Cullen**'s contributions as Acting Executive Director of the United Way throughout the year, as his leadership and dedication have helped guide us through the period of transition at United Way.

With the recent amalgamation of regional United Way branches, we remain unwavering in our commitment to ensuring that Forever Fund donations directly support Central New Brunswick. These funds stay local, strengthening programs, services, and campaigns that address the most pressing needs in our community.

Finally, I want to express my heartfelt thanks to our board members. Their dedication, expertise, and passion make this work possible. Together, we are building a lasting legacy for the people of Central New Brunswick. As we move forward, I look forward to the opportunities ahead and to working together to create an even greater impact in the year to come.

A handwritten signature in black ink that reads "Patricia Seaman". The signature is fluid and cursive, with a long, sweeping underline.

Patricia Seaman
Forever Fund President

REFLECTIONS ON A YEAR OF GROWTH AND IMPACT

ENDOWMENT OFFICER

2024 was a year of significant progress and transformation for the Forever Fund. Through the dedication of our board and donors, we achieved meaningful milestones that will strengthen our mission for years to come.

The sum of **\$136,500 was donated to the United Way**, ensuring continued support for critical programs and services across Central New Brunswick. This donation reflects our commitment to sustaining the work being done in our community.

Thanks to **Karen White Masry**, who developed our Strategic Plan pro bono, we now have a clear roadmap to guide our future efforts. Her expertise and generosity have provided a strong foundation for our continued growth and impact.

Our connections with donors flourished through initiatives like the Garden Party, personalized meetings, social media engagement, and year-end gift deliveries. These efforts reinforced our commitment to donor stewardship, strengthening relationships essential to the Fund's sustainability.

We were honored to welcome **Daryl Branscombe** as a Friend of the Forever Fund, with his generous first-time donation of \$10,000. This remarkable contribution is a testament to the growing trust in our mission and the value of legacy giving.

To enhance board engagement, we introduced the **Forever Fund Board Package**, equipping new and current board members with essential resources to support their leadership roles and contribute effectively to the Fund's success. The digitization of **document management** by transitioning to SharePoint has improved efficiency, fostered greater collaboration among board members, and ensured streamlined access to critical resources.

These accomplishments are a reflection of the unwavering support and dedication of our community. As we look ahead, we remain committed to building on this momentum to expand our reach and deepen our impact. Thank you to everyone who played a role in making 2024 a remarkable year!



Doubra Ifebueme
Forever Fund Endowment Officer



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BOARD ACTIVITIES & COMMITTEE REPORTS

DONOR RELATIONS

The Donor Relations Committee has made great strides in strengthening relationships with our supporters. The **Donor Garden Party** in July 2024 was a highlight, providing a personal and intimate space for donors to connect with board members and learn more about the impact of their contributions.

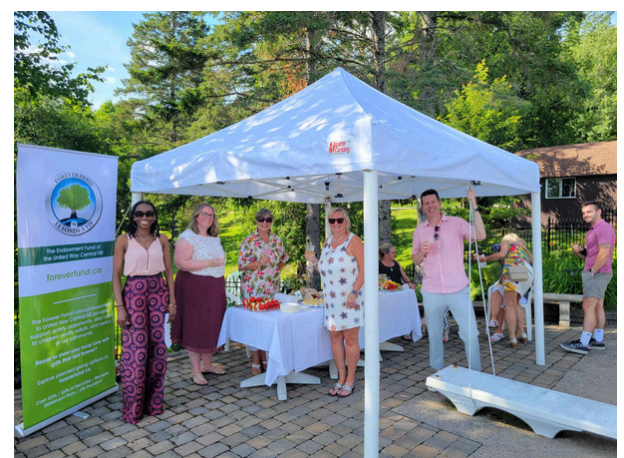
In 2024, we also welcomed **Daryl Branscombe** as a “Friend of the Forever Fund”, with his generous first-time donation of \$10,000, marking an incredible milestone. A Friend is recognition for those who have invested \$10,000 or more to the Forever Fund and their community and are reflected on our Donor Wall, located inside the Fredericton Inn.

To wrap up the year, we designed and delivered Forever Fund charcuterie boards to our Friends and were pleased to recognize **Lydia LaPointe** as a **Lifetime Honorary Board Member**.



Lydia LaPointe, CLU, Ch. F. C. (centre), co-founder of the Forever Fund, being presented a wool blanket in recognition as a Lifetime Honorary Member of the Forever Fund Board by Cindy Pope and Dan Nicholson.

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.



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INVESTMENT

The Forever Fund remains in a strong financial position. With prudent financial practices, we can continue our vital support for the United Way's work across Central New Brunswick. Our portfolios with **Fredericton Community Foundation** (56%) and **CIBC Wood Gundy** (43%) and **IG Wealth** (1%) performed well, with returns that will support future contributions to the United Way. The Investment Committee continues to work diligently to ensure our funds are managed responsibly and act in accordance with the board-approved Investment Policy and Cash Management Policy.

The Forever Fund Endowment Fund ended the March 31, 2024 calendar year with a **total investment portfolio balance of \$3.4 million**, and **returns of approximately 11%**. In addition to the contributions of many long-term supporters, the Forever Fund received another **substantial donation of just over \$100,000 in 2023-24**. Our supporters ensure the Forever Fund will have a lifetime impact on both individuals, and the community as a whole.

The Investment 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.

TREASURER

On behalf of all Forever Fund donors, the Forever Fund was proud to make our **largest-ever donation to the United Way Central NB of \$136,500**. This is \$38,000 more than the donation we made in 2023. This contribution has already enabled the United Way to support local initiatives addressing the needs within our area.



VIEW OUR 2024 FINANCIAL STATEMENTS AT WWW.FOREVERFUND.CA

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GOVERNANCE

One of the key achievements this year was our **Strategic Planning Session** in April 2024, led by **Karen Masry of Advise Consulting**. The session identified three strategic pillars: expanding our donor base, raising awareness of the Forever Fund, and supporting the board's work. These pillars will guide our efforts in the coming years.

Our Governance Committee made notable progress in updating our by-laws and policies. While the project has faced delays, we are actively collaborating with legal advisors to ensure completion by mid-2025. Additionally, with the support of our Endowment Officer, we are in the process of developing written policies, procedures, and detailed role descriptions to further strengthen our governance framework. In line with our efforts to modernize, we have also transitioned to saving and managing board documents online via SharePoint, with the goal of improving accessibility and document management for all board members.

View our Strategic Pillars at www.foreverfund.ca/strategic-pillars

NOMINATIONS

In 2024 the Nominations Committee was proud to welcome three new board members, **Haridas Patel**, **Oluchi Ononiwu** and **Joe Amirault**, who were approved at the Annual General Meeting (AGM). They have already brought fresh energy to our team.

We retained **Patricia Seaman** for her second term as President; **Misty Wade Hovey** as Vice-President; and **Kate Bao** as Treasurer ensuring steady leadership as we advance our mission. **Marley Mclellan** stepped into the role of Secretary, succeeding **Ruth Preston**, who has selflessly held the position for quite some time.



Strategy Planning Session with Karen Masry of Advise Consulting

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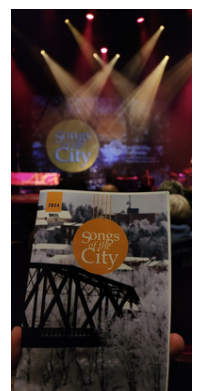
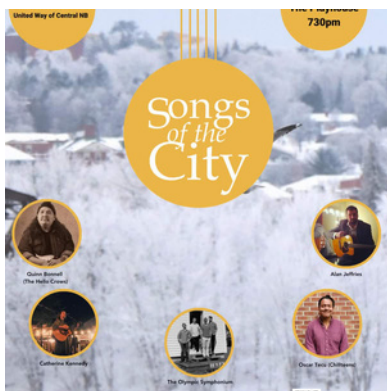
COMMUNICATIONS & MARKETING

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 continues to be updated with news and current board members
- **Social Media** - our [Facebook](#) following increased to nearly 350 followers with special posts for **Kindness Week** (sending thank you cards to benefitting United Way Charities), **National Philanthropy Day** and **Giving Tuesday**. Our [LinkedIn](#) page also allows the board to connect to professional networks and expand our reach.
- **Promotional video** - since its screening during the Forever Fund's 25th Anniversary Celebration in 2023, the video can be found on the homepage of our website.



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.



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SPECIAL EVENTS

The Special Events Committee is planning an in-person breakfast event. Originally scheduled for October 2024, this event has been postponed. More to come!



A LOOK AHEAD

As we look to the future, our focus will be on implementing the strategic initiatives identified in 2024, expanding our donor base, and continuing to strengthen our governance framework. We are confident that with the support of our donors, board members, and partners, the Forever Fund will continue to play a crucial role in ensuring the long-term sustainability of the United Way's work in Central New Brunswick.

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.



We respectfully acknowledge that the land on which we gather and work stands on the unsurrendered and unceded traditional territory of the Wolastoqiyik, Wəlastəkewiyik/Maliseet people whose ancestors along with the Mi'Kmaq/Mi'kmaq 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.