



**United Way**  
Saint John, Kings  
& Charlotte

Join a network of progressive, socially-conscious business leaders and create real impact in our community, powered by the United Way. This is similar to an investment pool in the private sector. The only difference is that our ROI is measured by impact being made to improve lives of real people in our local community. That's a Return on Impact we can all get behind.

**MILLION  
DOLLAR  
PLEDGE**  
WE PLEDGED  
**MILLION DOLLARS**  
TO HELP CHILDREN

# #UNIGNORABLE

84% of children who grow up in poverty become adults living in poverty. A third of children in our region are growing up in poverty. It does not have to be this way!

## With United Way's Help Our Group



1. Picks where to direct our gifts to make the best impact.
2. Learns about the results and provides advice based on our expertise (3x per year)
3. Makes an annual site visit to see first hand the difference our gifts are making.

## Community Impact



77% of children who attended Summer Slide camp, passed reading at the end of the year!

91% of kids from Black's Harbour improved literacy over the summer!

77% improvement in attendance by children whose moms attended an empowerment program

## Easy as 1, 2, 3



1. Invest \$833 per month (\$10,000 per year) for 10 years.
2. Promote your participation online and onsite to your customers, suppliers, partners and employees.
3. Build on the relationships and opportunities you develop among \$1M pledge members.



“ I think what's appealing to a lot of business owners is that you get a seat at the table in terms of having a conversation about where that money is invested. We see the outcomes, we invest the money where we think it's going to have the biggest social impact and return on investment in that context.

Dave Veale | Vision Coaching and founder of \$1M Pledge



For more information on the \$1M Pledge member, contact Alexya Heelis at (506) 658.1214 or alexya@unitedwaysaintjohn.com.

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