



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

CHANGE LIVES. 



## Stories that **Unite** us.



### **United by Song...for a great cause**

My gratitude to all those who helped make this week's 2021 campaign kickoff a success.

We're tremendously thankful for the interest and support people across the

region are showing as we embark on another campaign in support of organizations that do so much for people most vulnerable and in need in Saint John, Kings & Charlotte.

The kick-off, held virtually for the first time, gave voice to some of the need – we heard from two amazing individuals who benefited from United Way support. It allowed those who attended to connect with our funded partners and learn first hand the impact donations have.

Most importantly, it marked the beginning of a community effort to raise \$1.72 million for the United Way this year. (For those who missed it, watch for the recording to be posted on [our Facebook page.](#))

I'm also excited to invite you to [United by Song](#), a live online broadcast on Sept. 24 at 3 p.m. The free event features four storytellers from across Atlantic Canada courageously sharing their stories about how programs funded by United Way donors have made a huge difference in their lives.

[Read more](#)



## Jessica's story: 'My daughter is my hero'

The day Jessica's 9-year-old daughter disclosed she had been sexually abused, they huddled together in the living room, hugging, crying and telling each other they were sorry.

It was the beginning of a frightening journey for the two of them as they navigated through investigations by police and social services, and as the girl feared seeing her abuser again.

Jessica decided the two of them should leave their community in Ontario and return to Saint John. In coming back, she discovered [Family Plus/Life Solutions](#), a United Way-funded partner. With the help of Family Plus, Jessica and her daughter were both able to get counselling.

With that, came healing and the support the girl needed to face her abuser in court. Together, they were able to move forward with strength.

"If it wasn't for the United Way, we might not have gotten the help that we needed," Jessica says. "Life is wonderful now. My daughter is my hero."

For more on their journey, see the Stories of the City video [on our website](#).

## Madsen's story: 'A literal lifesaver'



For Madsen, the Community Living Centre in St. George is a big part of her life. Four days a week, Madsen goes there to socialize, continue her education and learn life skills.

But with her disability, she is unable to drive and is entirely dependent on others to get her to a place that is so important to her.

Both her parents work full time and worried they would not be able to get her there through the week.

Thankfully, [Charlotte Dial A Ride](#) has been able to help the family, with volunteers making sure Madsen is able to get to the centre when she needs to.

“Our family would like to express our profound appreciation for the work you do,” they wrote to the St. Stephen-based transportation service, a United Way-funded partner. “The service at Charlotte Dial A Ride has been a literal lifesaver for us.”

## Partnering with Emera to empower deserving students



At the United Way, we believe strongly in education as an empowering force. That’s why we’re excited to share with you news of the United for Success Awards.

These new awards, funded by the United Way and Emera New Brunswick, are designed to remove barriers to post-secondary education for individuals who



have been supported by our funded partners. In the first, pilot year we will partner with First Steps, Saint John Learning Exchange and the Teen Resource Centre to distribute these awards.

[Read more](#)



## #UNIGNORABLE FACT

The average graduation rate for priority neighbourhoods in Saint John is 70% – more than 15 points lower than students in other neighbourhoods in the city.

## #LOCALLOVE FACT

90 youth regularly participate in the Teen Resource Centre. More than 80% are considering post-secondary education.



211 is the front door to government and community-based programs and social services. It's free, confidential and available in 150+ languages, seven days a week.

Your support changes lives. If you haven't had a chance to give, it is as simple as clicking below. Thank you for sharing your love.

CHANGE LIVES.

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