



United Way
Saint John, Kings
& Charlotte

CHANGE LIVES. 



Stories that **Unite** us.

Volunteers are the heart of United Way

Volunteers are vital to the United Way mission. Without the effort, support and expertise of hundreds

of volunteers, we would not be making a significant difference in the lives of individuals and families in Saint John, Kings & Charlotte.



From the workplace campaign volunteers who encourage employee giving and share the work of United Way with their colleagues to our Community Investment Advisory Committee volunteers that lend their time and expertise to the funding process in our region, we could not be successful.

And then there are the hundreds of volunteers who selflessly give their time to the Area 506 Festival and other public awareness campaigns each year, the United Way Board members who guide and govern us in building better futures, and countless others who give their time and talent for United Way.

I'd also like to give special thanks to the leaders in our region who have stepped forward to serve on our 2021 Campaign Cabinet. They set the course and steer the ship as we navigate our way to our fundraising goal for the year.

[Read more](#)



Michael's story: A new confidence

As an elementary school student in Charlotte County, Michael struggled in his reading. It was such a chore, it wasn't surprising that he disliked it.

But thanks to United Way funding, he was able to participate in after-school tutoring and in a summer learning program.

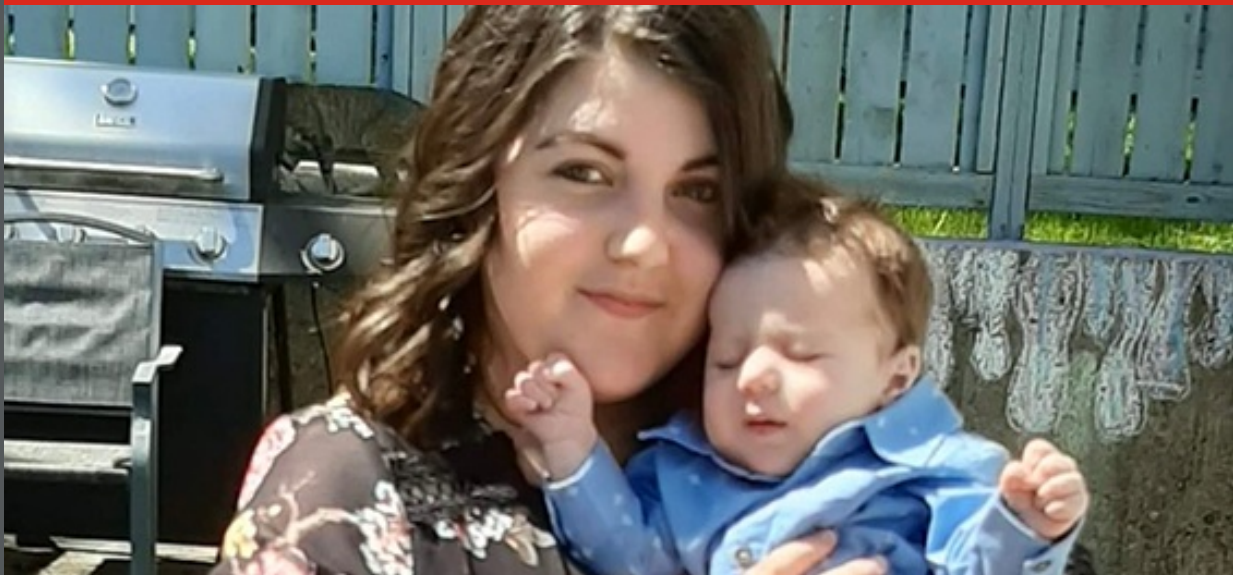
Now 11, he reads with a new confidence. He proudly shares that he jumped eight reading levels in one year and has even helped his brother Jack with his reading.

With the success, his confidence blossomed in other ways. He even ran for an officer position with the K-Kids Club at his school and won!

"Thank you to United Way for supporting programs at our school," he says in a Stories of the City video. "All kids should be able to learn to read."

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

Madison's story: the courage to seek a better future



Madison has struggled with significant mental health issues her entire life.

At five years old, she was diagnosed with extreme anxiety and selective mutism. As she grew older, she was diagnosed with depression and social anxiety. She was targeted by bullies. By the time she got to high school, it all became too much and she quit school entirely.

About five years ago, she resolved to get her education back on track and turned to the Saint John Learning Exchange, a United Way-funded partner. She was feeling good, going to classes twice a week, but a toxic relationship threw her education on hold.

[Read more](#)

Quarter Club: Business as a force for good

A few years ago, entrepreneurs Shane Borthwick and Emily and Corey McGill were searching for a way that their businesses could make a difference in the region.



A series of meetings with United Way led to the creation of the Quarter Club – a community of inspiring leaders using business as a force for good.

Together, this collective of leaders has pledged a quarter of a million dollars over five years to United Way Saint John, Kings & Charlotte so they can invest in solutions to break the cycle of domestic violence and help individuals and families access mental health supports – two critical issues impacting our region.

The Quarter Club is modelled after the Million Dollar Pledge, a group of business leaders in the region that together pledged \$1 million over 10 years to invest in improving academic outcomes for children and youth.

[Read more](#)

#UNIGNORABLE FACT



The cost of poverty in New Brunswick is \$1.4 billion, the second-highest in the Atlantic region.

*Source: Canadian Centre for Policy Alternatives

#LOCALLOVE FACT

Research shows that in-school and out-of-school educational enrichment activities 12 months of the year significantly contribute to children's success.



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