



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

CHANGE LIVES. 



## Stories that **Unite** us.



### **Thanks to you, our 2021 campaign was a success**

I am happy to share with you today the success of the 2021 United Way Saint John, Kings & Charlotte campaign.

It has been my honour to serve as Campaign Chair in 2021. As a long-time supporter and strong believer in the mission and vision of the United Way, I did not hesitate to be involved in leading the community campaign for the year.

I have seen first-hand and heard amazing stories of individuals and families who have had their lives transformed through the work of the United Way. It has been truly inspiring to be part of a campaign that creates such transformation.

[Read more](#)

### **Kayla's story: Climbing out of crippling social anxiety**

Before learning about the Saint John Women's Empowerment Network, Kayla



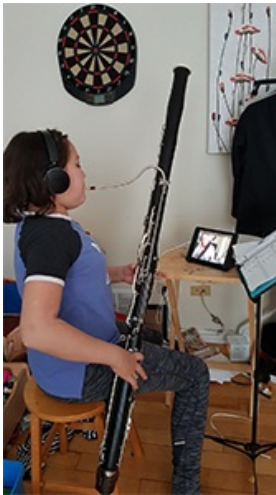
Black lived with severe social anxiety.

Then she signed up for the Self-Esteem and Power Up programs offered by the network.

“I have really noticed a change in myself. I have come out of my shell a lot and I am more assertive,” Kayla says.

[Read more](#)

## Heather's story: soaring to new heights through music



When the pandemic forced Sistema to move its music program online, it lent Heather a tablet so she could keep up.

But it wasn't long before the teacher noticed Heather would forget what she learned from one lesson to the next.

The teacher decided he would commit to lessons with her every day – even on weekends – to ensure Heather would remember and progress.

[Read more](#)



## #UNIGNORABLE FACT

42 per cent of families led by single mothers report the highest prevalence of poverty.

\* Source: Citizens for Public Justice, Poverty Trends 2020.

## #LOCALLOVE FACT

7 in 10 youth enrolled in Sistema improved academically while more than 8 in 10 improved their growth mindset.



## Foghorn Brewing believes in giving back

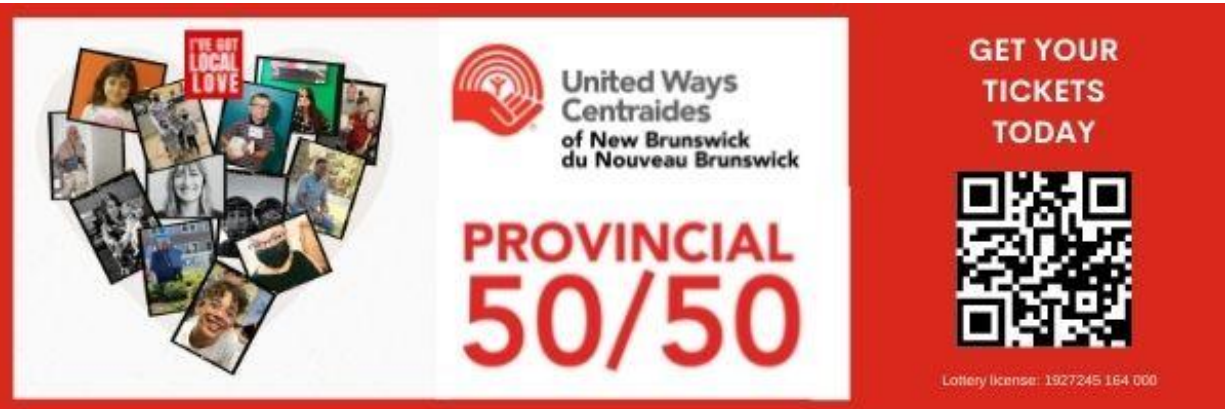
Giving back to the community has always been a part of the culture for Foghorn Brewing Company.

For co-founders Steve Russell and Andrew Estabrooks, giving back to the

community was baked into the business plan.

When they heard about the Quarter Club, a collective of small businesses that pledge to give a combined \$250,000 over five years to the United Way, it seemed like a perfect way to go.

[Read more](#)



The banner features a collage of photos on the left, some with a red 'I'VE GOT LOCAL LOVE' sticker. In the center is the United Way logo and text: 'United Ways Centraides of New Brunswick du Nouveau Brunswick' and 'PROVINCIAL 50/50'. On the right, it says 'GET YOUR TICKETS TODAY' above a QR code. At the bottom right, it reads 'Lottery license: 1927245 184 000'.



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