

# Our Value



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

Igniting the desire in everyone to help build a better community filled with opportunities.

United Way's Role in the Community:

## INVESTOR



Strategically funding local non-profits that are innovative, flexible, collaborative, and have a proven effectiveness to social change.

## ADVISOR



Advising, leveraging, and aligning other funders/investors to achieve the greatest possible outcomes for our communities.

## CONNECTOR



Connecting companies and individuals to create social change on the issues that matter most to them.

## BUILDER



Help non-profits be stronger and more resilient. Help with outcome measurement and skills, & leadership development.

## FUNDRAISER



Creating meaningful partnerships with local businesses, unions, foundations, and individuals to solve serious social issues.

"Each year we receive many requests to support local charities and our donation strategy was very broad, we did not feel we were making enough of a difference in our community. With the help of the United Way advisory services we have decreased the valuable time spend on the decision making and have a focused donation strategy."

– Jessica DeLong, Saint John Energy (Social Investment Advisory Client)

# Social Impact Guarantee

United Way Saint John, Kings & Charlotte

**\$1.2M**

Invested in funded partners and projects in 2022

**4,600**

Local lives will be impacted through your United Way donations.

## ALL THAT KIDS CAN BE \$533K

**12**

Ability New Brunswick, Bee Me Kidz, Big Brothers Big Sisters, Blacks Harbour School, Sistema Saint John, BGC Greater Saint John, Teen Resource Centre, Milltown Elementary School, Black Lives Matter NB, Inner City Youth Ministry, BGC Greater Saint John (Sussex Location), St. Stephen Elementary School

## STRONG COMMUNITIES \$336K

**8**

211, Sophia Recovery Centre, Family Plus, Charlotte County Dial-A-Ride, Second Stage Safe Haven, Fundy Dial-A-Ride, Sussex Multicultural Association, Ukrainian Newcomers Fund,

## POVERTY TO POSSIBILITY \$360K

**6**

Outflow, First Steps, Kaleidoscope Social Impact, Saint John Learning Exchange, Saint John Women's Empowerment Network, St. George & Area Food Bank

**4,412**

Local Lives Impacted through your United Way donations in 2021.

**Local Love Impacting Local Lives,** the money raised here stays here.



# 2022 Anticipated Outcomes

**2400**

Children & Youth

will improve their social, emotional, and educational skills, creating opportunities for them to reach their full potential.

**1200**

Individuals

will have access to supports for mental health, settlement services, transportation, and fleeing intimate partner violence

**1000**

Adults

will be supported to build pathways out of poverty through support and skill-building programs.



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# WAYS TO GIVE

Every year, thousands of individuals, businesses and community organizations choose to build a better community by supporting their local United Way.



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We ensure your gift stays local and help local people. Through our knowledge, connections, and expertise in social issues, you can rest assured that your gift is re-invested in trusted charities; having a positive, sustainable impact on the most pressing needs of our community.

Business    Individual    Foundation

		Business	Individual	Foundation
Donations:	One-time or recurring donation supporting over 20 local organizations and programs.	X	X	X
Workplace Campaigns:	Engage employees through payroll deduction, special events, volunteering & more.	X		
Event Sponsorships:	Opportunities to promote your business through sponsorship of events (Kick-Off, Songs of the City) and matching grants.	X		
Million Dollar Pledge:	A group of community minded businesses each giving \$10,000 a year for 10 years. Currently focused on supporting youth success.	X	X	
Quarter Club:	A group of individuals and small business that give \$2,500/year for 5 years. Currently focused on improving mental health access and break the cycle of domestic violence.	X	X	
Social Purpose Investment Advisors:	Personalized service helping donors optimize their charitable giving to maximize their impact through strategic social purpose planning.	X	X	X

**Here's how you can help build a better community.**

Interested in learning more about how you can get involved with your local United Way? We're looking forward to work with you!