



United Way
Saint John, Kings
& Charlotte

CHANGE LIVES. 



Stories that Unite us.

Rising prices making a dire situation worse

We've all read the headlines – fuel prices, food prices, and interest rates are increasing. More than one in 10 Canadians are spending more than they earn each month.



If you're fortunate enough to be a part of the middle or upper class, you have the flexibility and ability to stretch your dollars further in times of high inflation like we are seeing today.

But if you're one of the thousands of New Brunswickers living in poverty, and thousands more just getting by on a low income, your reality is quite different.

[Read more](#)

**Jessica's story:
escaping abuse
to build a new**



future

Jessica always wanted to go to university or college to prepare her for a career working with children and vulnerable youth.

At least that was the plan until she met Joe.

The relationship started out wonderfully. But Joe became verbally and emotionally abusive and became increasingly controlling of her and her money.

[Read more](#)

Nicole's story: A new start, and a new business

Nicole Perreault-Dryland, a newcomer to Canada, had just settled into St. Stephen with her family when she enrolled in the Enterprising Women Accelerator.

Offered through Kaleidoscope Social Impact, a United Way funded partner, the business accelerator is a free 90-hour training program dedicated to women who want to start or scale businesses.

It has helped hundreds of women build ideas into businesses and to secure small loans to get started.



[Read more](#)

#UNIGNORABLE FACT

Half of children in lone-parent families in New Brunswick are living in poverty, compared to 10% of children in couple-headed families.

Source: 2020 New Brunswick Child Poverty Report Card.



#LOCAL LOVE FACT

Income security through employment is a key "game-changer" to poverty reduction. Our United Way supports 8 organizations that help adults attain the education, skills, and support they need to enter the workforce and move out of poverty.



Strengthening non-profits to build brighter futures

At the United Way, we view our role as building stronger communities. And for us, that's much more than raising money to help build brighter futures for some

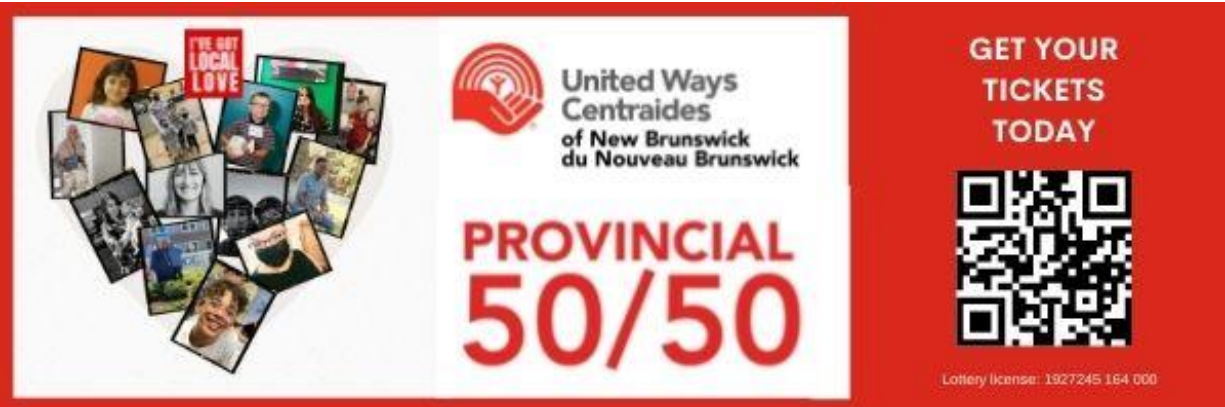
of the most vulnerable people in our cities, towns and villages.

For us, it also means building stronger non-profit leaders and organizations.

It is not only the partners whose work in the community that we fund but non-profit organizations across Saint John, Kings and Charlotte.

We do this because we believe that a vibrant and collaborative non-profit sector is essential to building that brighter future for our most vulnerable citizens.

[Read more](#)



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CHANGE LIVES.

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