



United Way
Saint John, Kings
& Charlotte

CHANGE LIVES. 



Stories that Unite us.

Welcoming Craig Bell Estabrooks as Campaign Chair

We are delighted to share with you that Craig Bell Estabrooks, the President and CEO of Port Saint John, has agreed to be chair of our 2023 campaign.



Craig has an exemplary commitment and passion for making Saint John, Kings & Charlotte a region to be proud of and one that supports all individuals in reaching their full potential.

Highly community-minded, he understands that a strong and healthy community starts with addressing root causes of social issues and creating the very best supports to create significant social impact.

Over the past twelve years, Craig's strong values and sense of community have led to him sharing his skills with various boards working in our region, including Crescent Valley Resource Centre and Saint John Learning Exchange.

"It's all about people, and Craig wholeheartedly believes in the people of Saint John, Kings & Charlotte." says Alexya Heelis, Executive Director, United Way Saint John, Kings & Charlotte. "We're very fortunate to have him lead our campaign this year."

[Watch a video message from Craig.](#)



Carter's story: Finding fun and a sense of belonging

Young Carter wrestles with ADHD and severe anxiety, along with self-esteem issues and a fear of failure.

Then he was introduced to Rising Stars Basketball offered by BGC Greater Saint John.

[Read more](#)

Stephanie's story: From addiction to hope



Prior to counselling with Family Plus, Stephanie's life was going downhill fast.

Gripped by addiction and haunted by abuse, she wasn't sleeping or eating properly. She felt broken, physically and mentally.

Then she was introduced to therapy at Family Plus, a not-for-profit mental health service provider helping individuals, couples, children and families manage the challenges of today's living conditions.

[Read more](#)



#UNIGNORABLE FACT

Mental illness is a leading cause of disability in this country, preventing nearly 500,000 employed Canadians from attending work each week and costing an estimated \$51 billion per year including health care costs, lost productivity and reductions in health-related quality of life.

#LOCALLOVE FACT

In 2022, United Way subsidized more than 1,600 counselling sessions through Family Plus for people who did not otherwise have the ability to pay.



Volunteers drive our success

Photo: United Way volunteers and staff at Area 506. From left: Francis Mvere, Wanda-Lee Pardy, Jo-Anne Renton and Pardeep Singh.

Compassionate and energetic, Wanda-Lee Pardy exemplifies the dedication of

the people who volunteer for United Way Saint John, Kings & Charlotte.

A team manager with TD Insurance, she has been volunteering with us since 2014.

“I love it,” she says. “Honestly my passion is with the community.”

Like Wanda-Lee, hundreds of other community-minded individuals dedicate their time, passion and skills to help advance our work. They are absolutely vital to our success in making a meaningful difference to our communities and to building brighter futures.

[Read more](#)



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