



United Way
Saint John, Kings
& Charlotte

CHANGE LIVES. 



Stories that **Unite** us.

Is there a brighter future ahead?

By **Alexya Heelis**

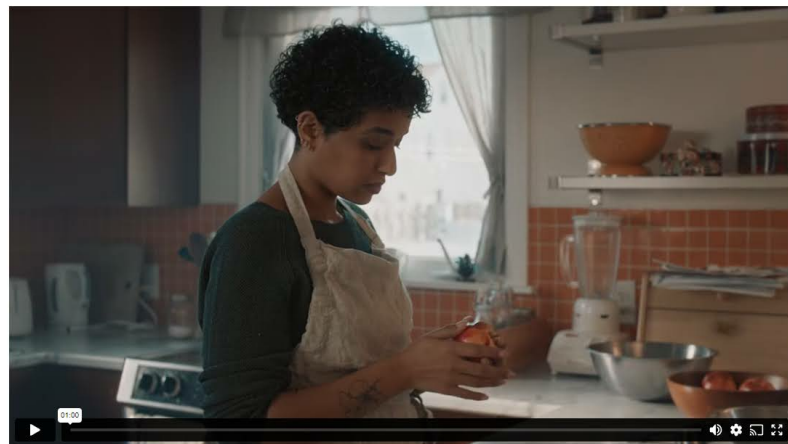
As we head into the holiday season, I can't help but think of those who are struggling.

It is meant to be a joyous time of year but for an increasing number of people in our communities, it is a time of anxiety and desperation.

A new campaign now underway by United Ways across the Maritimes focuses attention on the struggle to meet basic needs amid the rising costs of goods and services.

The Pie campaign features a one-minute video that highlights what the holidays might look like for many people who have suddenly found themselves in a position where they are struggling to get by.

[Read more and watch the video](#)



**Alex's story: Fleeing fear
for a safe new home**



For seven-year-old Alex, home was not a safe place. The family apartment was punctuated by a lot of fighting that would scare him and his brother.

After moving to Second Stage Safe Haven in Saint John, a sense of peace and love began to take over.

“After we moved to Second Stage, I felt better and happier. I love the games and meetings with the staff. I started counselling with staff to help me feel safe, talk about my feelings and make friends,” says Alex, whose colourful drawing of his new home appears above.

[Read more](#)

Laura’s story: Building a brighter, more confident future



Before she discovered the Saint John Learning Exchange, Laura’s life was entirely dominated by caring for her children.

But then she was able to secure childcare, freeing her to think about building a better future for herself

and her family.

Her biggest goal was to earn her high school equivalency, the GED.

That’s when she turned to the Learning Exchange for its educational and women’s empowerment programs.

[Read more](#)

#UNIGNORABLE FACT



In fall 2022, more than one in three Canadians reported that it was difficult for their household to meet its financial needs in the previous 12 months.

#LOCAL LOVE FACT

United Way Saint John, Kings & Charlotte supports 60 programs that are helping people overcome poverty, find social and emotional support, and build brighter futures.



Matchmaking eager volunteers to local non-profits a critical service

To Julie Atkinson, the call to the United Way made all the difference.

The executive director of Sophia Recovery Centre had to move the

organization out of two different office locations in Saint John into a new space in Quispamsis by the end of December.

She wasn't at all sure how she'd pull it off, given that the small non-profit had no money to hire movers.

[Read more](#)

Your support changes lives

Your support changes lives. If you haven't had a chance to give, it is as simple as clicking below. Thank you for sharing your love.

Donate by Dec. 31 to get a 2023 tax receipt!

CHANGE LIVES.

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