

United Way Maritimes FAQ

Why are United Ways in the Maritime Provinces unifying?

Unifying into one regional organization will allow us to limit duplication and maximize staff time and effort. In this model, United Way will be better positioned to address growing community needs, strengthen local impact and relationships, share data, results, and programming to grow community impact and implement new systems and technologies more effectively at lower costs. We're confident that we'll be stronger together.

If local offices and staff remain, how is this new Maritime-wide organization different?

Functional areas such as finance and accounting, marketing and communications, and governance and human resources now have dedicated regional teams to serve all the geographic areas uniting, allowing for more efficient use of resources and elimination of duplication of efforts.

Dedicated strategic planning and forecasting in the areas of revenue growth and diversification, fundraising, business development, and community impact will also guide the wider Maritime entity, better supporting those on-the-ground actively meeting community needs. In addition, the new entity will have an affordable housing division – intended to help meet the overwhelming need for safe, affordable, adequate housing.

We will also be able to learn from each other and scale ideas home-grown in different Maritime communities to other communities where they will also be meaningful and have an impact.

Are all Maritime-based United Ways amalgamating?

The Boards of Directors of United Way Cape Breton and United Way Greater Moncton and Southeastern New Brunswick voted not to proceed with formal unification at this time. While both organizations appreciate and enjoy strong working relationships with the other United Ways, they did not feel that unification was the right decision for their organizations at this time. This is a decision we recognize, support, and respect, as they recognize, support, and respect our decision. Moving forward, all parties are committed and excited to work together effectively as partners as we have done in the past.

Staff and Board representatives from both Cape Breton and Moncton were full and valuable participants in the discovery and planning work for unification over the past few years. The final decision after all due diligence was completed was left up to each of the Board of Directors to make the best decision for their communities. We look forward to continuing to collaborate with them under the new unified organization and are actively pursuing opportunities for this today.

How will United Way Maritimes maintain focus on local impact through this process and going forward?

We are committed to maintaining (and continually strengthening) trust and connection to local communities – this has been a guiding principle from the very beginning of this work. All the work undertaken to get us to today's milestone has prioritized, protected, and elevated ties to each of the local communities -- we recognize that leadership, expertise and presence in community is crucial to the work of United Way.

As such, there will continue to be executive directors, staff, and volunteer leadership in each community. We are maintaining staff and offices in each geographic location, and they will be focused on building relationships, connecting with community and donors, and ensuring even greater impact and support locally.

It is also important to note that local names will still be used, and local dollars raised in each community will be invested in each community with agency funding/allocation decisions still being made at the local level.

I really trust my local United Way and like that my dollars stay local. What does this process mean for me and/or my organization?

United Way has traditionally looked to its communities, especially the social impact agencies serving those most in need as well as people with lived experience, to help inform, guide, and prioritize the needs in community – which differ from province-to-province, community-to-community, and even from neighbourhood-to-neighbourhood. This will not change under a united maritime entity.

We are committed to ensuring that locally raised dollars are invested locally, and that community input continues to help guide the funding decisions.

Were donor dollars used to complete this work and how will the unification work be funded?

United Ways in the Maritime provinces received funding from the Atlantic Canada Opportunities Agency to support the work to reach a decision. We also received a contribution from United Way Centraide Canada and local United Ways contributed a very small percentage of operating costs to prepare for the decision. We also received in-kind support from Deloitte as well as from a private HR consultant.

What method can I use to make my donation to my United Way moving forward?

We will still accept the same donation methods that our donors are used to, including cheques, cash, credit cards, payroll deductions, gifts of securities, and more! If you have questions about making your gift, please reach out to your local United Way office.

I donate by cheque. Who do I make my donation out to when filling out the cheque?

You can continue to make your cheque out to your local United Way. For example, if you donate to the United Way of PEI, you can continue to make your cheque out to United Way of PEI.

I mail my donation. Where should I send it moving forward?

You can continue to mail your cheque to your local United Way's mailing address.

I donate online through my local United Way's website. How do I make my gift online moving forward?

For the time being, you can continue to donate online through your local United Way's existing donation page. Donors will be informed of any changes to this process if/when they occur.

How will I receive my tax receipt?

You will continue to receive your tax receipt by email or mail, depending on your preference. If you have any questions about tax receipting, or if you would like to change how you receive your receipt, please contact your local United Way.

My workplace runs a United Way Employee Giving Campaign. Will the campaign be impacted?

No! All workplace campaigns will continue to run in each local community. The unification will mean more resources and support for campaign coordinators, canvassers, and volunteers, allowing campaigns to have even greater impact and enhanced staff engagement. If you have any questions about workplace campaigns, please reach out to your current United Way workplace campaign contact.

My business currently supports my local United Way with a corporate gift. Can I still make a corporate gift in the same way?

Absolutely! Corporate donors can continue to support your local community with a corporate gift. Corporate donations can be made out to your local United Way and will be invested in local programming.

My business runs a United Way Employee Giving Campaign. Will I still work with the same United Way staff member for this year's campaign?

All United Way staff from the seven United Ways forming the United Way Maritimes have found new roles within the organization. Many are in similar positions as before and will

continue to work with local workplaces on United Way Employee Giving Campaigns. If your United Way contact has changed, you will be contacted very soon with more details. Rest assured; you will still have a local United Way team member supporting you with your Employee Giving Campaign.

My business supports all (or several) of the United Ways in the Maritimes. Do I now give one gift instead of multiple gifts?

We encourage you to work with your existing United Way contact to determine the best solution for your gift that will have the greatest impact.

I volunteer with my local United Way. Will this still be possible?

Absolutely! Volunteerism will continue to remain an important priority for the new organization. We hope that this unification will bring even more meaningful opportunities for our partners to volunteer with United Way and we look forward to the impact we will have in communities across the Maritimes.

Will the organizations my United Way currently supports still receive funding?

Each of the seven unifying United Ways will honour all current funding agreements and, moving forward, will continue to support local agencies and programs in each community. United Way Maritimes will use the same funding processes, with funding decisions being made with input from local experts and focused on meeting the most pressing local needs.

How will I be updated on the local impact of my gift?

The unification will mean an improved capacity to report on the impact of United Way-funded programs and services. There will be a dedicated marketing and communications team committed to developing regular donor impact reports so that you can feel confident your gift is being put to work in your local community.

Will my United Way still have a local office I can visit?

Absolutely! All seven United Ways will keep their local offices. Please note that United Way of PEI is moving to a new location. You will be able to find them at 119 Queen Street, Suite 106, Charlottetown PEI. Their mailing address will remain the same (PO Box 247, Stn Central Charlottetown PE C1A 7K4).

Where will head office be?

The new regional entity will not really have a 'head office' in the traditional sense. The interim CEO will travel from location to location. The Senior Leadership Team is distributed across all three Provinces. The new organizational structure is built around three distinct but intertwined

groups: operational excellence and leadership, Maritime-wide strategy excellence and leadership, and community excellence and leadership. Our model will be collaboration.

Did anyone lose their job through this process?

No! The current number of United Way staff among the 7 organizations was retained and have now been placed into new positions within the regional entity based on their skills, experience and areas of interest. New roles have been designed to eliminate prior duplication and equip us to be more strategic and more proactive in our work with community and donors. We are excited about the new possibilities we'll be able to generate with, and for, community as a result of these changes. It's also important to note that the community impact sector is generally and chronically under-resourced for the volume and critical nature of its work.

We have been committed to working through this transition in a transparent and respectful manner, and to maintaining the trust of local communities. The new organizational structure protects and elevates ties to the local community and increases impact as we recognize leadership, expertise, and presence in community is crucial.

Will my local United Way still have the same Charitable Registration Number?

The Charitable Registration Number of United Way Maritimes serving PEI, Central & Southwestern New Brunswick, & Mainland Nova Scotia will be 11927-8232-RR0001.

Does this mean that administrative costs will go up?

Our primary focus with this unification is ensuring our impact, local expertise, donor experience, and financial management continue at a high rate of excellence and reflect a level of effectiveness that our donors have come to trust and expect.

Over the past five years 81-86 cents from every dollar raised is invested in community programs and supports. This is well above the 65 cents required by the Canadian Revenue Agency, and in line with non-profit sector best practices of between 75 and 80 cents. The remaining 14-19 cents is used to fund the operations of United Way Saint John, Kings & Charlotte making sure our impact, local expertise, donor experience, and financial management continue at a high rate of excellence and reflect a level of effectiveness that our donors have come to trust and expect.

The new United Way Maritimes will most definitely be equally committed to accountability and transparency, and to continuing to minimize the amount of each dollar raised that is used for administrative costs.