



United Way Maritimes

Serving Central
& Southwestern NB,
PEI & Mainland NS

FOR IMMEDIATE RELEASE

United Way Maritimes brings together seven United Ways

Unified organization serves Central and Southwestern NB, PEI and Mainland NS

Kjipuktuk/Halifax, NS - July 25, 2024 | Effective July 1, 2024, seven United Way organizations across the Maritimes have unified into a single entity known as United Way Maritimes. This new organization serves Central and Southwestern New Brunswick, Prince Edward Island and Mainland Nova Scotia.

The amalgamation comes after the boards of directors and memberships of United Way Central New Brunswick, United Way of Colchester County, United Way Halifax, United Way of Lunenburg County, United Way of Pictou County, United Way PEI, and United Way Saint John, Kings & Charlotte passed resolutions to legally merge into one organization in late May. Work required to voluntarily unify has been underway for a number of years and reflects a commitment to amplifying a collective strength to drive positive change in communities.

“By coming together, we can be stronger and do even more for local communities,” says United Way Maritimes Interim CEO, Sara Napier. “We are sharing knowledge, scaling great ideas and programs, combining strategy and fundraising partnerships, and streamlining operations. These changes maximize staff time and talent so we can spend more time proactively building relationships and creating new opportunities in community.”

Local impact will remain a key commitment in the new organization. Funds raised in each United Way community will be invested locally, and decisions to invest in organizations and programs and develop partnerships will continue to be led by local knowledge. Senior staff and volunteer presence also remains strong in each geographic location, and all full-time staff have been offered and accepted meaningful employment in the new organization.

Over the past 10 years, United Way Centraides have been joining forces to achieve greater impact for the communities they serve. The aim is to grow and create impact in a rapidly changing community environment and philanthropic landscape. Since 2014, there have been over 20 instances of change involving more than 50 UWCs from across Canada, while other United Ways have explored amalgamation and decided to continue on independently based on the needs in their market. As a federation, each individual United Way Board makes independent decisions about their structure and governance.

As persistent social issues like poverty, food insecurity and the housing crisis continue to grow, United Way Centraides are taking on increasing responsibility for creating solutions. This often requires an increase in investment and in philanthropic partnerships, as well as robust infrastructure and capabilities which are easier to develop and grow through combining our collective resources.

In addition to the new United Way Maritimes, there are two other independently-run United Ways in the region: United Way Centraide Greater Moncton & Southeastern NB and United Way Cape Breton. All three United Ways are committed to working together and look forward to continued collaboration on future projects to benefit our communities.

“Collaboration with other United Ways, other nonprofits, businesses, donors, and different levels of government is critical to our work to strengthen community and create lasting social change, says Napier. “We have strong relationships across Canada and locally and we will always prioritize working collectively with those we share values with, including all United Way colleagues in the region.”

A new board with representation from across the region has been established, and recruitment continues to confirm additional members to fill critical roles. A list of current board members to date is available on the United Way Maritimes web site.

The United Way Maritimes team is excited about the possibilities that lie ahead as the organizations continues to strengthen and advocate for the social impact sector, increase investment in local communities, and streamline operations with regional governance and strong financial oversight.

“We look forward to continued collaboration with United Way Maritimes, with positive community impact in mind. UWGMSENB continues to deliver our programs, initiatives, services and outreach that reflect the needs and concerns of the community in real time, in partnership with community agencies and all levels of government.”

- Debbie McInnis, CEO, United Way Centraide Greater Moncton & Southeastern NB

“While United Way Cape Breton has decided not to participate in the merger of the seven United Ways in the Maritime provinces, we remain committed to collaborating closely with our fellow United Ways. We are dedicated to our shared mission to improve lives and strengthen communities and we look forward to continuing our partnership efforts to create positive, lasting change across the region.”

- Lynne McCarron, Executive Director, United Way Cape Breton

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About United Way Maritimes:

United Way Maritimes is a donor-funded regional impact organization that brings together donors, volunteers, partners, community organizations and government to create lasting social change in our communities. With dedicated local teams serving central and southwestern New Brunswick, Prince Edward Island and mainland Nova Scotia; United Way Maritimes is changing lives by providing funding, creating solutions, partnering with others, and advocating for change.

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