



**United Way**  
Saint John, Kings  
& Charlotte

CHANGE LIVES. 



## Stories that **Unite** us.

### **A journey to belonging**

As the holiday season approaches, I find myself reflecting on the incredible stories of resilience and transformation made possible through your support.



This year, our upcoming holiday appeal highlights two remarkable young men, MZ and Abdul, whose journey serves as a powerful reminder of the difference you can make with your donations to United Way.

MZ and Abdul first met a few years ago at the Teen Resource Centre in Saint John. They quickly bonded over shared experiences of hardship and hope. Both had immigrated to Canada as teenagers, seeking refuge and stability after their lives were uprooted by conflict.

[Read more](#)

### **Aya's story: Turning dreams into reality**

Aya Murad's journey is one of resilience and determination. Born with less than 20 per



cent vision, she dreamed of starting her own catering business.

Her passion for cooking and her finely honed taste buds, developed to compensate for her limited sight, became the foundation of her dream.

Aya immigrated to Saint John with her family from the Middle East, bringing with her a rich culinary heritage and a fierce desire to create something meaningful. A year ago, she began working with the Enterprising Women program at Kaleidoscope Social Impact, a United Way-funded initiative designed to support women in pursuing their entrepreneurial goals.

[Read more](#)

## Ayvree's story: a newfound love for reading

For Ayvree, reading was once a daunting challenge, something he shied away from in his daily life.

But thanks to the Sylvan Learning after-school tutoring program at Milltown Elementary School in St. Stephen, everything has changed.

Before joining the program, Ayvree avoided reading, lacking the confidence to engage with even the simplest text.

Now, his mother sees a transformation.

“He actually reads – or attempts to read – even road signs and things in the grocery store,” she shares proudly. “Random things he never did before. I think the program has done a big thing for him.”

This year, Ayvree was one of 13 Milltown students who participated in the Sylvan tutoring program, supported by United Way.



## #UNIGNORABLE FACT

Any child not reading at grade level by the end of grade 3 is six times less likely to graduate.

Source: BCAP, 2024



## #LOCAL LOVE FACT

In 2023, United Way Saint John, Kings & Charlotte supported programs that helped more than 400 children and youth improve their educational outcomes.



**A million-dollar idea with community impact**

In 2017, a bold idea brought to us by Vision Coaching Founder and CEO Dave Veale took root – a collaborative effort to create lasting change for the communities we serve.

Dave's idea and his leadership sparked the Million Dollar Pledge. This innovative initiative, hosted and guided by United Way, brings together local leaders and businesses to pledge \$1 million over 10 years.

Now, the Million Dollar Pledge is nominated for the Community Impact Award from the Saint John Region Chamber of Commerce, with winners to be announced at the awards dinner on Nov. 28.

[Read more](#)

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**SHOW YOUR LOCAL LOVE**

United Way  
Saint John, Kings  
& Charlotte

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Southeastern New Brunswick

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**PLAY 4 GOOD**

**WEEKLY 50/50 RAFFLE**

**SUPPORTING UNITED WAYS  
OF NEW BRUNSWICK**

*When you win, we all win!*

## When you win, we all win!

Sign up for our new weekly 50/50 with “rollover magic.”

United Ways across New Brunswick have joined together to offer a weekly 50/50 with even bigger potential winnings!

For more information and tickets, go online to [The Power of You 50/50 webpage](#).

The next draw is Thursday, Nov. 28 -- so don't delay!

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## 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.

CHANGE LIVES.

♥ DONATE



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