



United Way
Saint John, Kings
& Charlotte

**MILLION
DOLLAR
PLEDGE**
WE PLEDGED
MILLION DOLLARS
TO HELP CHILDREN

Million Dollar Pledge Impact in Action

**Supporting Youth, Education & Employment in Saint
John, Kings & Charlotte**





Million Dollar Pledge Impact in Action

Thank you for your continued support through the Million Dollar Pledge. Your generosity continues to create meaningful opportunities for youth to succeed. Starting with building strong foundations in literacy and numeracy through after-school and summer programs. As well as wrap-around supports through youth programming and a drop-in centre for teens. These programs ensure students stay in school, graduate on time and plan confidently for their next steps.

This year, the Million Dollar Pledge impact expanded even further to support an adult high school diploma program, helping those who have not been successful in a traditional school setting to rewrite their stories. The outcomes and stories in this report reflect the power of your investment, from kids building confidence in math and reading to youth graduating and making post-secondary plans. Together, we're building a future where every young person has the chance to thrive.

Also, this year, the Million Dollar Pledge was recognized by the Saint John Region Chamber of Commerce with the 2024 Community Impact Award.

Last year, the Million Dollar Pledge invested in five life-changing local programs:

- **BGC Greater Saint John:** Creating better futures by providing after-school and summer programs for youth that build resilience, social/emotional skills, and improved educational outcomes.
- **Blacks Harbour School:** Providing important spaces, through After School and Summer Slide programs, for children requiring additional academic and social supports to improve their chances of future success.
- **Milltown Elementary School:** Providing important resources and structure for children's academic and social success through Sylvain Tutoring, After School and Summer Slide programs, and a Family Coordinator who collaborates with parents to build strong structures to support academic efforts.
- **Teen Resource Centre:** Improving the lives and future success of youth through after-school programs, academic supports, on-site mental health services, assistance with basic needs, and help navigating community resources.
- **Saint John Learning Exchange:** Empowering individuals to build better futures by reaching education and employment goals through alternative, progressive, and individualized learning, employment, and personal development plans.

OUTCOME HIGHLIGHTS

Here's How It Went

**BGC
Greater SJ**

88

of children from SJ and Sussex who improved their literacy over the summer

89

of children from SJ and Sussex who improved their numeracy over the summer

**Blacks Harbour
School**

47

of students who gained valuable life skills

85

% of summer camp/after-school students who are reading at grade level or above (40)

**Milltown
Elementary**

19

of youth who benefitted from after-school tutoring*

100

% of summer camp youth who maintained reading levels over the summer

**Teen Resource
Centre**

98

% of youth (217) who stayed in school and improved one grade level

28

of youth who are attending post-secondary education in the fall

**SJ Learning
Exchange**

253

of academic credits achieved

31

of youth who obtained their Adult High School Diploma

**11/19 tutoring students are meeting literacy objectives, 8 exited from program because they are able to maintain on their own, other 3 continuing for extra support*

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703

of youth
participating

50,822

of interactions
provided

Faces of Impact

Asher's Story

Asher dreamt of someday working as a carpenter. But a significant obstacle stood in his way: he didn't have his high school diploma.

It was then he heard about the programs at Saint John Learning Exchange (SJLE). With the programs being self-paced and flexible to meet the needs of learners of all ages, backgrounds, and life experiences, he could earn his credentials.

"The Learning Exchange has excellent staff and everyone is super kind and willing to help. The staff is dedicated to helping the learners succeed in their journey and are there to help along the way," he says. "Since the learning exchange helped me reach my goal of the Adult Diploma I can now apply to college for my dream of being a carpenter!"



Zack's Story

While in high school, Zack, now an alumni drop-in youth, reached out during a family crisis: a parent's mental health and addiction struggles had left him caring for a younger sibling and trying to hold his home together alone. He was missing school, risking his job, and nearing burnout.

Case management supported him with mental health connections, school and work advocacy, and helped arrange a safe move to extended family in another province. He graduated, pursued post-secondary, and is now thriving. Zack stays connected with Teen Resource Centre (TRC) staff, visiting when in town to see his parent, who is now in recovery.

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Recently, Zack brought several boxes of food, gift cards, and clothing for youth in need, wanting to pay forward the support he had received. His generous act models the power of community, resilience, and support that makes TRC special. It reinforces the message to youth that they will be supported and can strive to do the same for others, building a stronger, more hopeful community together.



United Way
Maritimes

Serving Central
& Southwestern NB,
PEI & Mainland NS



United Way Maritimes: Stronger together. United for impact.

On July 1st 2024, seven United Way organizations across the Maritimes unified into a single entity known as United Way Maritimes. This new regional organization serves Central and Southwestern New Brunswick, Prince Edward Island and Mainland Nova Scotia.

By coming together, we are stronger and able to do even more for local communities. One year into amalgamation, we are sharing knowledge, scaling great ideas and programs, combining strategy and fundraising partnerships, and streamlining operations. The changes in our organization are designed to maximize staff time and talent so we can spend more time proactively building relationships and creating new opportunities.

We're already seeing results through our new Affordable Housing Division's involvement in various housing projects, opportunities to expand successful capacity-building programs like United Way PEI's Executive Director Academy, and our ongoing investment across the region funding 162 programs from 144 community organizations.

Local impact remains a key commitment of United Way Maritimes. Funds raised in each United Way community are invested locally, and decisions to invest in organizations and programs and develop partnerships are still being led by local knowledge. Staff and volunteer presence also remains strong in each geographic location.

Here are some of the key successes from our first year in operation:

- Scaled the ED Academy program to launch in three provinces
- Invested same year-over-year levels of community funding in all seven jurisdictions
- Managed three affordable housing community projects
- Developed a new community impact framework
- Stood up seven community impact councils
- Increased year over year fundraising from \$10M to \$12.3M
- Maintained strong community and donor relationships
- Rolled out new internal systems including ERP, data systems, payroll
- Retained 95 per cent of staff in a significant time of change.

As a valued member of our United Way Maritimes community, we want to thank you for supporting us in our first year of this exciting journey. Thank you for everything you have done and continue to do for United Way and the communities we serve!