



# 2015-2016 Annual Report

## Message From Our Chair

2015/2016 has been a wonderful year! We saw great growth in the seeds sewn in previous years with our new strategic directions and funding model and the maturation of Living SJ. Our partner organizations continue to strive for new and better ways to solve our community's most challenging issues, one life at a time. For example, last year 20 women left their abusive partner for a full year, AND 17 of these brave souls were either employed or registered for post-secondary education or training by the end of the year! Together, we are transforming lives!

We have strengthened relationships throughout our region, and, for the first time, offered substantial funding to Sussex area projects that contribute to local priorities. After funding the incredibly effective Milltown Elementary summer literacy and numeracy programs, we have expanded our support to include an additional 2 schools along with adding parenting and after-school programming. We are excited by the growth we anticipate in the upcoming year as we deepen these relationships, and as we welcome leaders Blair Hyslop and Derek O'Brien to our Board.

All of these important investments would not have been possible without such a successful campaign team. Joanne Nickerson and Chris Bourque co-chaired the campaign that raised over \$1.47 million, an 8% increase from the previous year! This growth would not have been possible without the great leadership of our many volunteers, a new partnership with Potash Corporation, the tremendous success of the IBEW Local 37/NB Power campaign, and the soft launch of our new Social Investment Advisory Service. Thank you again to our board who keeps challenging us to strive further, our volunteers who raise over a million dollars each year; our Community Investment Advisory Committee volunteers, chaired by Owen Green, who select the charities we will fund each year; the companies, unions, and professionals who generously partner with us; the charities who commit wholly to a better community, and the courage of our 'storytellers' who shared a glimpse into their struggles and triumphs so we could understand and remember why we are here!

Lastly, we would like to welcome our new volunteer leaders: Victoria Clarke is the 2016 Campaign Chair, Linda MacDonald is the Community Investment Advisory Chair, and Christine Hanlon is our new Board Chair. We are in good hands!

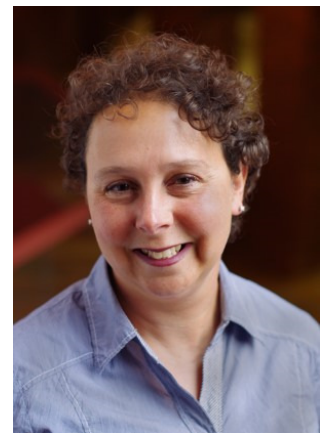
  
**Tanya Chapman**  
Chair, Board of Directors



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

## Board of Directors

Tanya Chapman, Chair  
Owen Green, Vice Chair  
Jason Swallow, Treasurer  
Allan Gates  
David Alston  
Susan Johnson  
Christine Hanlon  
Laurie Gale  
Scott Allen  
Christine Comeau  
Wayne Ellis  
Terri-Ann Cormier  
Greg Wright



# Making a Difference



Nancy's life has had many obstacles, but if there's one thing you should know about her, it's that she's not a quitter. Due to an undiagnosed learning disability, she struggled in school and ended up leaving high school before graduating. As a mother of two, Nancy wanted to set a good example for her children and make them proud. She decided she wanted to go back to school.

"I was pretty nervous to start at The Learning Exchange because I was embarrassed about my abilities... what I learned very quickly from The Learning Exchange is that it is a place of non-judgement and support."

Nancy's journey to get her GED was not an easy one – but she never gave up, and with the help of her teachers at The Learning Exchange, she came to love learning. Nancy finally received her GED and set new goals to find a career she loves. Nancy is no longer on social assistance, she works full-time, and is proud to be showing her children the right road to take.

## Great Outcomes

### All That Kids Can Be

- 90** Kids in Charlotte County will maintain their literacy over the summer
- 50** Children will have a positive attitude towards school
- 100** Kids will be physically active 3x a week
- 40** At-risk youth will have academic success



### From Poverty to Possibility

- 10** Young moms will improve at least one grade level
- 45** Adults will improve essential skills to keep good jobs
- 40** Women will find employment or register in training/education program

### Strong Communities

- 2x** Families attending parenting programs in Kings County
- 203** Low-income individuals will receive professional counselling
- 43** Women who fled domestic violence will not return to their abuser
- 80** Women will recover from addiction





# Highlights from 2015-2016

335 People  
Volunteered Over  
**4,000 hours**



**\$1.47M**  
Raised in 2015



Canada Revenue Agency wins our Cornerstone Award for their exceptional contribution over the last 15 years.

**17**  
Non-Profits Funded

## Social Investment Advisory Service

In 2014, the United Way Saint John Kings & Charlotte started working on a new concept—the Social Investment Advisory Service. After completing our funding redesign we wanted to optimize our new rigorous allocations process and open it up to individuals, foundations and companies looking to make significant donations in their community. The program was officially launched in 2015 with great results, and already in the first three months of our 2016 campaign we are exceeding expectations.

The United Way advisor meets with interested parties to discuss their passions and giving interests. The advisor then recommends social investment options from a portfolio of high potential opportunities based on their interests. The United Way offers due diligence by managing contracting, reporting, and communications with the charity.

RESULTS

**\$20K**

2014

2015

**\$142K**

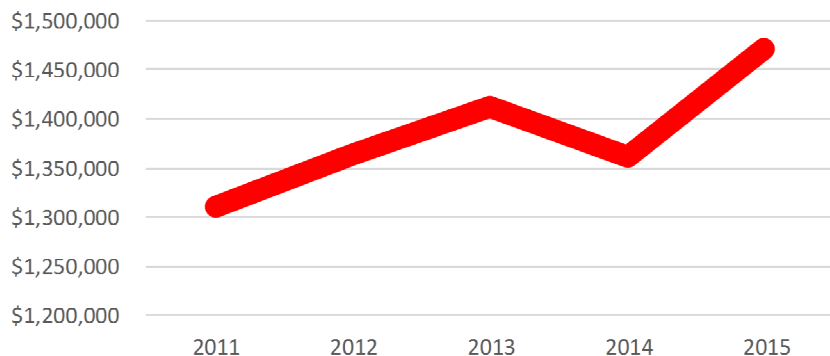
**\$210**

2016



# Key Performance Indicators

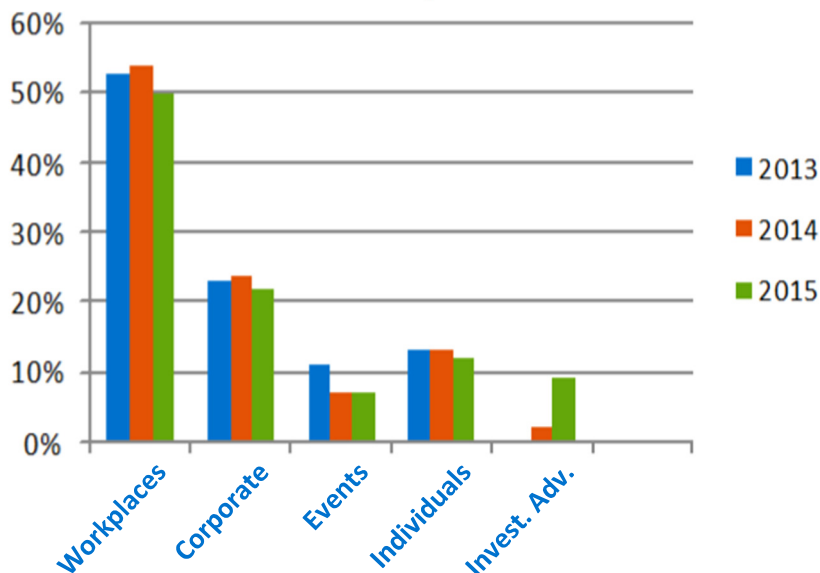
## Five-Year Campaign Growth



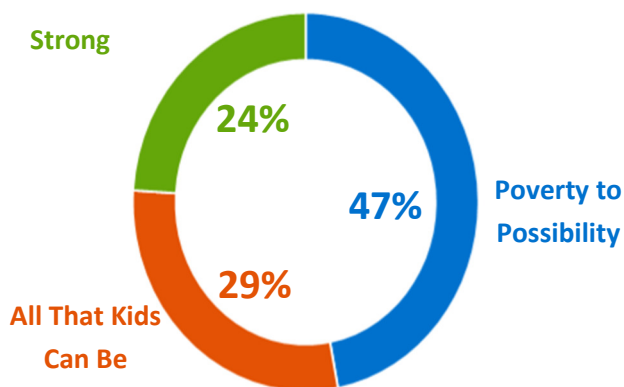
## Five Year Trends

- Campaign has increased 12%
- Fundraising costs are down 20%
- Number of Leadership donors is up 10%
- Dollars from Leadership donors is up 35%

## Funds by Source



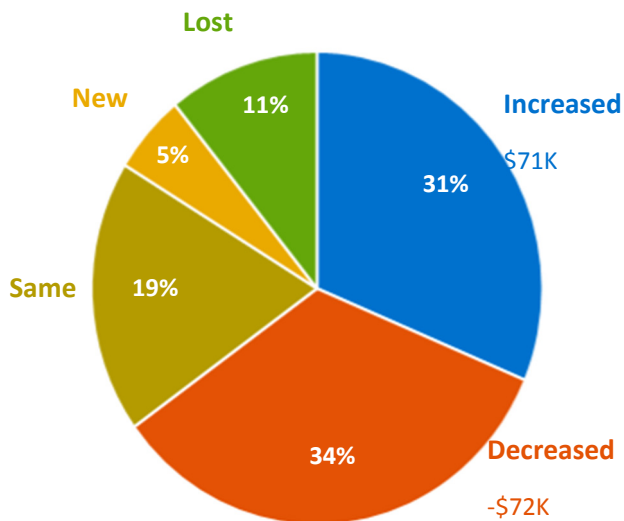
## Funding by Pillars



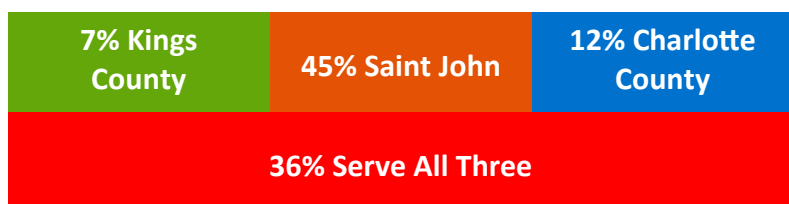
## Biggest Successes

- Investment Advisor Service raised \$142K
- 22% of Corporate Gifts increased
- 31% of Workplace campaigns grew by \$71K

## Workplace Giving Comparison 2014 to 2015



## Funding by County



# Programs & Community Development

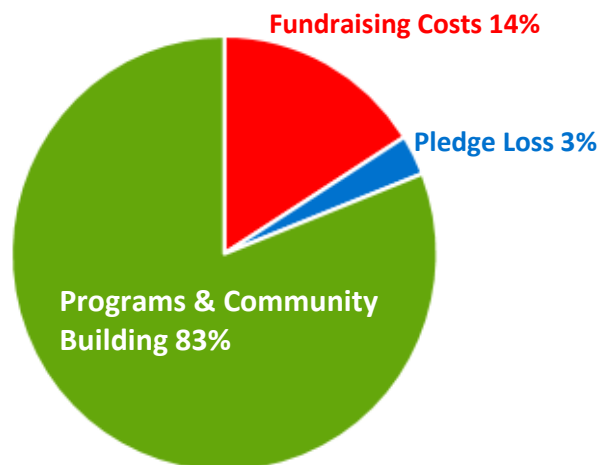
## 59% United Way Grants

|                                     |                                   |
|-------------------------------------|-----------------------------------|
| Big Brothers Big Sisters, \$70,000  | SJ Learning Exchange, \$80,000    |
| Charlotte County Literacy, \$70,000 | Second Stage Safe Haven, \$47,730 |
| Family Plus, \$85,000               | Sophia Recovery, \$20,000         |
| First Steps, \$100,000              | Sussex Dial-A-Ride, \$15,000      |
| Fundy Transition House, \$35,000    | Sussex Wellness Network, \$45,000 |
| North-End Connector, \$52,000       | Teen Resource Centre, \$41,000    |
| SJ Community Loan Fund, \$65,000    | Women's Empower. Net., \$50,000   |
| SJ Boys & Girls Club, \$55,000      | 211NB.ca, \$25,000                |
| SJ Family Resource, \$15,000        |                                   |

## 13% Community Building

In addition to providing funding to charities, United Way helps strengthen non-profits through special projects like:

- Living SJ: Social renewal strategy
- Outcomes Measurement
- Non-Profit Leadership Development
- Day of Caring
- Community Food Mentor Program



## 11% Other Charities

Where a donor designates all or part of their donation to a specific non-profit—not funded by United Way.

# Leaders of the Way

### Champions

**\$25,000+**

John & Karen Murphy

### Benefactor \$10,000

Donald A. Hazen

### Patron \$5,000

Jim & Joy Crosby  
Donald A. Hazen  
C. P. & Ruth Theriault  
**+3 anonymous donors**

### Pacesetter \$3,000

Tom Gribbons  
Ross & Krista Galbraith  
Roger Castonguay CHS  
Bruce Ward  
**+3 anonymous donors**

### Builder \$2,000

Dr. Joseph L. Aicher  
David Alston  
Ladds & Joanne Batten  
Ricardo & Lois Bessoudo  
Michael Bishop & Lesley McVicar  
Peter Buckley & Kelly Patterson  
Jerry & Tracy Carr

Chris & Fran Cook  
Joyce Crosby  
Marion Elliot  
Claude & Susie Francoeur  
Robin & Jill Harvey  
MacGregor Hope  
Hazen Inches  
W. David & Judith Jamieson  
Jim & Colina Lutes  
Wendy & Tom MacDermott  
Suzanne L. Roberts  
Peter & Martha Zed  
**+3 anonymous donors**

### Leader \$1,000

Scott & Bea Allen  
Janet & Ron Buckley  
Nick Barfoot  
Mr & Mrs. Gerald Barnett  
David & Mary Beaudin  
Wendy Branscombe  
Mathew Brown  
Robert & Muriel Buckley  
Larry & Helena Cain  
Murray & Joan Cain  
Jonathan & Lee Ann Calabrese  
John Campbell

Peggy & David Case  
Wayne Chamberlain  
Julien-Pierre Chevalier  
Martin & Gisele Chiasson  
Roberta & Tom Clark  
Colin Barry & Gillian Clarke  
Andrew & Victoria Clarke  
Bayside Dental Clinic  
Geoff Cochrane  
Susan Collins  
L. Bruce Cook  
Michael Costello  
Ruth & Chris Creaghan  
Robert M. Creamer  
Thomas Creamer  
Nancy Creamer-Ervin & Patrick Ervin  
Robert & Mary Crowley  
Major Frank J. R. Ervin  
Joanna Everitt  
Regena Farnsworth  
Kate Frego & Peter Hastings  
Jeremy Fry  
Laurie Gale  
Scott & Lori Greer  
Christine Hanlon  
Gordon & Denise Hollway  
Michael Hugenholtz  
James Arran

Peter Jollymore  
Dr. Michael & Jeanne Keating  
Bob Keeffe  
Harold & Juanita Kingston  
Dennis R. Knibb  
Colin Krulicki  
Gary & Beth Lawson  
Michael Lenihan  
Scott Lewis  
Ray & Nancy Littlewood  
Cheryl Logan  
Andrew Lohoar  
Dr & Mrs Ed Lund  
Linda J. MacDonald  
Trevor Macdougall  
Ann & Rod Cox  
Mike MacPherson  
Paul Mansz & Pattie McKerral  
Eleanor Marshall  
Karl McCarthy  
Joe & Penny McGuire  
Alanna McInerney  
David & Roxanna Meek  
Kevin Morrison  
Roberta J. Mott  
Gordon Ashe & Laura Nolan  
Dr. Ken Nickerson

Tim & Joanne Nickerson  
Jack Nielsen  
Korey Nixon  
Shannon Olsen  
Michael Osborne  
Beverly Owens  
Jeff Owens  
Emile & Maureen Paras  
William Patterson  
Jeremy Pearson  
Gerald Pond  
Paul Postuma  
Adam & Shelley Richard  
Tiina Runkla  
Marc Savoie  
Gayle & Paul Sohi  
Fred Spencer  
Susan Steeves  
Vision Coaching  
Dr. Jeff Watson  
Ian W. Whitcomb  
Gordon & Francine White  
Mark Wilson  
Jerry & Marlene Wowchuk  
Christopher Young  
Paul Zed  
**+30 anonymous donors**

# Success Story



Trish is a survivor of emotional, physical, mental, and verbal abuse. She spent her life coping with tragedy and negative influences, carrying a feeling of betrayal with her for over 25 years. By her 29<sup>th</sup> birthday, she was the mother of five children. She is a recovering alcoholic and addict.

Trish was in the Power Up! Program from March to June of 2014. Her goal was to go back to school, but that quickly changed when she gained custody of her two grandchildren. Becoming a full-time grandmother was a challenge, but something she “wouldn’t change for the world.”

“I do believe attending Power Up! was the beginning of additional positive changes in my life. In Power Up! I started to see how working with other women brought about a strength in me that needed to be nurtured and loved. Nurtured and loved by me!” Because of the Power Up! Program, Trish has learned that she is not a product of her failures and mistakes. She now has full-time employment with the Women’s Empowerment Network and is enjoying life as a mother and grandmother.

## Corporate Partners

Corporate & Employee Giving

### Champion \$25,000+

TD Financial Group  
Bell Aliant  
Potash Corp  
J.D. Irving Ltd  
Xerox Canada Ltd.  
City of Saint John  
NB Power  
Canada Revenue Agency  
Owens Foundation  
Bank of Montreal

### Benefactor \$10,000+

Costco  
Scotiabank  
Royal Bank  
Irving Oil Ltd.  
Crosby Molasses Co. Ltd.  
Horizon Health Network  
Pannell Family Foundation  
Fluor Canada  
CIBC  
Manulife Financial  
Moosehead Breweries Ltd.  
UNBSJ  
Mariner Partner

Ernst & Young  
Deloitte  
Wyndham Worldwide  
NBCC

### Patron \$5,000+

Enbridge NB  
Innovatia  
Saint John Energy  
Fisheries & Oceans Canada  
ASD—Schools  
Stewart McKelvey  
Federal Retirees  
IBM Canada  
Bayview Credit Union  
Intact Insurance  
Social Development  
PepsiCo  
Freedom 55  
Salesforce Canada  
PricewaterhouseCoopers  
NB Liquor  
John Howard Society  
Enterprise Rent-A-Car  
Veterans Affairs Canada  
Family Plus Life Solutions

Hazen Investments  
Sisters of Charity  
OSCO Group  
Canaport LNG

### Pacesetter \$3,000+

Great-West Life  
SNB—Health Services  
Stantec  
Energy & Utilities Board  
Public Works & Government  
Shannex Parkland in the Valley  
Mitchell McConnell  
Teed Saunders Doyle  
UPS Canada  
Best Buy  
Emera  
Senior Citizens Services

### Builder \$2,000+

Angus-Miller  
Beers Neal  
Ford Motor Co.  
InteliSys  
Inmar

Genesys  
Saint John Transit  
Adams Green  
Barbours Inc.  
Owens MacFayden Group  
United Way Saint John  
Scotia McLeod  
Canada Border Services  
Canada Food Inspection  
Anywhere Group  
ACOA  
Housing Alternatives  
Canadian National Railways

**An additional 104 companies made corporate & employee donations under \$2000 in 2015.**

