



United Way
Saint John, Kings
& Charlotte

ANNUAL REPORT 2015



MISSION

To provide responsible leadership by identifying and addressing the needs of the community in order to effectively unite people, volunteers and service providers and to build a stronger, self-sufficient community.

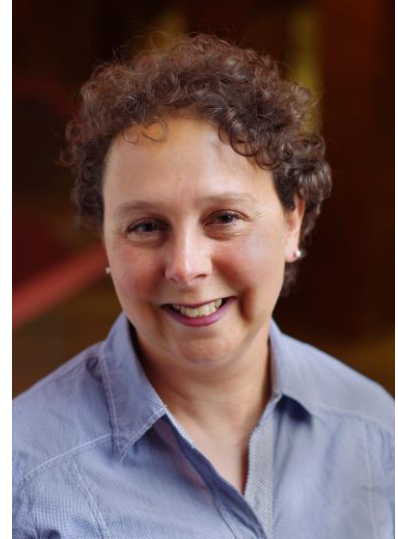
VISION

United Way is dedicated to bringing people and resources together to build vibrant, caring opportunities.

MESSAGE

From Chair and Executive Director

2014/2015 was an exciting and challenging year! We have built new relationships and have seen others evolve as we provide opportunities for individuals to build a better life. This past year we implemented a new approach to investing that sees our financial support focused on organizations that demonstrate: innovation, collaboration, outcomes, knowledge of community, and capacity building. We, too, have taken these to heart and our AGM report will highlight our progress in these areas.



We entered our 2014 campaign knowing we had an uphill battle, on behalf of our donors, and yet exceeded our expectations. Despite a tough economic climate, we granted the same amount to charities as we did the previous year.

We were proud to be a founding member of Living SJ: the social renewal strategy for Greater Saint John. This plan engages many partners to invest in long-term solutions that strengthen the lives of individuals and entire neighbourhoods.

We continue to work with our community partners by supporting 7 charities to align their organizations with their objectives and to measure the impact their programs are having on the lives of their client.



Thank you to our over 5000 donors, partners, volunteers and friends for building a stronger region.

INNOVATION

A new funding model

At the 2014 AGM we announced a new funding model, in 2015, we implemented this bold new vision.

Chaired by Owen Green, the Community Investment Advisory Committee spent literally hundreds of hours reviewed 52 letters of intent, 24 full applications, interviewed 18 organizations to arrive at the recommendation to the Board of Directors.

CIAC members

Owen Green	Cathy Wright
Danny Jardine	Brent MacDonald
Scott Allen	Scott Walton
Robin Harvey	Linda MacDonald
Pat Stafford	Victoria Clarke

Our roster of funded charities address the most pressing social issues facing our community such as family violence, early learning, unemployment and mental health. The charities are mainly small and many are unknown. Some are very geographically focused and others serve our entire region.

We have preserved what was great about our old model (large flexible grants) and have added new focus on innovation, partnership and outcomes.



2015 Funded Agencies

Big Brothers Big Sisters
CC Boys & Girls Club
CC Dial-A-Ride
FACE
Family Plus
First Steps
Fundy Transition House
John Howard Society
Milltown Elem. Literacy
SJ Community Loan Fund
SJ Boys & Girls Club
SJ Family Resource
SJ Learning Exchange
SJ Assoc. for Comm. Living
SJ Deaf & Hard of Hearing
SJ YMCA
Second Stage Save Haven
Sophia Recovery
Women's Empower. Net.

\$ 875 000
Granted to 21
Agencies and
projects

Collaborate & Partner

Living SJ

The United Way is proud to be a founding and active member in Living SJ. The first 5 year plan was finalized in December 2014 and officially launched by the Premier at BCAP's AGM earlier this Spring. Living SJ set the following targets:

35 community leaders in business, community, and government led by Co-Chairs Paulette Hicks and Jack Keir are working in concert using collective impact methodology to effect profound social improvements in our community.

Success:

- Both the United Way and the Community Foundation are using the Living SJ framework and strategy to guide our respective investment decisions.
- Enterprise SJ is hosting Living SJ to ensure optimal alignment and coordination between the economic and social development
- Briefing with premier to establish strong contacts within provincial government
- Establishment of 4 measureable targets.



Targets

- * 90% of high school students will graduate on time
- * Income poverty will be reduced by 15% in one priority Neighbourhood
- * 500 families will attain employment
- * A community based model of care in a priority neighbourhood



For more information:
www.livingsj.ca





"John is a very good role model, even though he likes the Montreal Canadiens :), and I will try to be like him when I am older."

~ Darien

"Being a Big Brother to Darien brings you back to and helps you focus on what is important in life."

~John

We are possibility!

The United Way Saint John, Kings & Charlotte funds provides over \$1 million of funding to local charities like Big Brothers Big Sisters.



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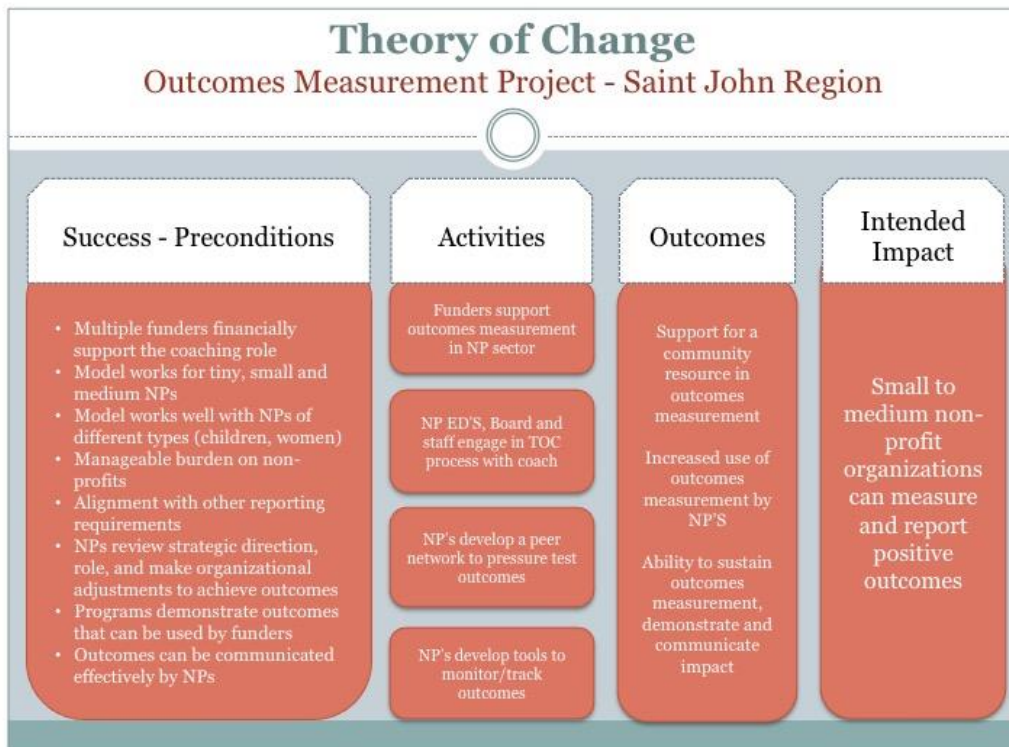
Impact

Outcomes Coaching demo

In partnership with Living SJ and the Human Development Council and funding from the New Brunswick Children's Foundation, we supported 5 organizations (Hestia House, Safe Haven; Second Stage, Fundy Region Transition House, Early Childhood Coalition, and Women's Empowerment Network) to strategically align their programs with their primary objects and to establish clear and measureable outcomes. See the Theory of Change that guided our work below.

Success:

- 3 organizations have made programmatic changes to better align with anticipated outcomes.
- 5 organizations have clear and measureable outcomes
- Our model is marketable: 2 new organizations are purchasing coaching services



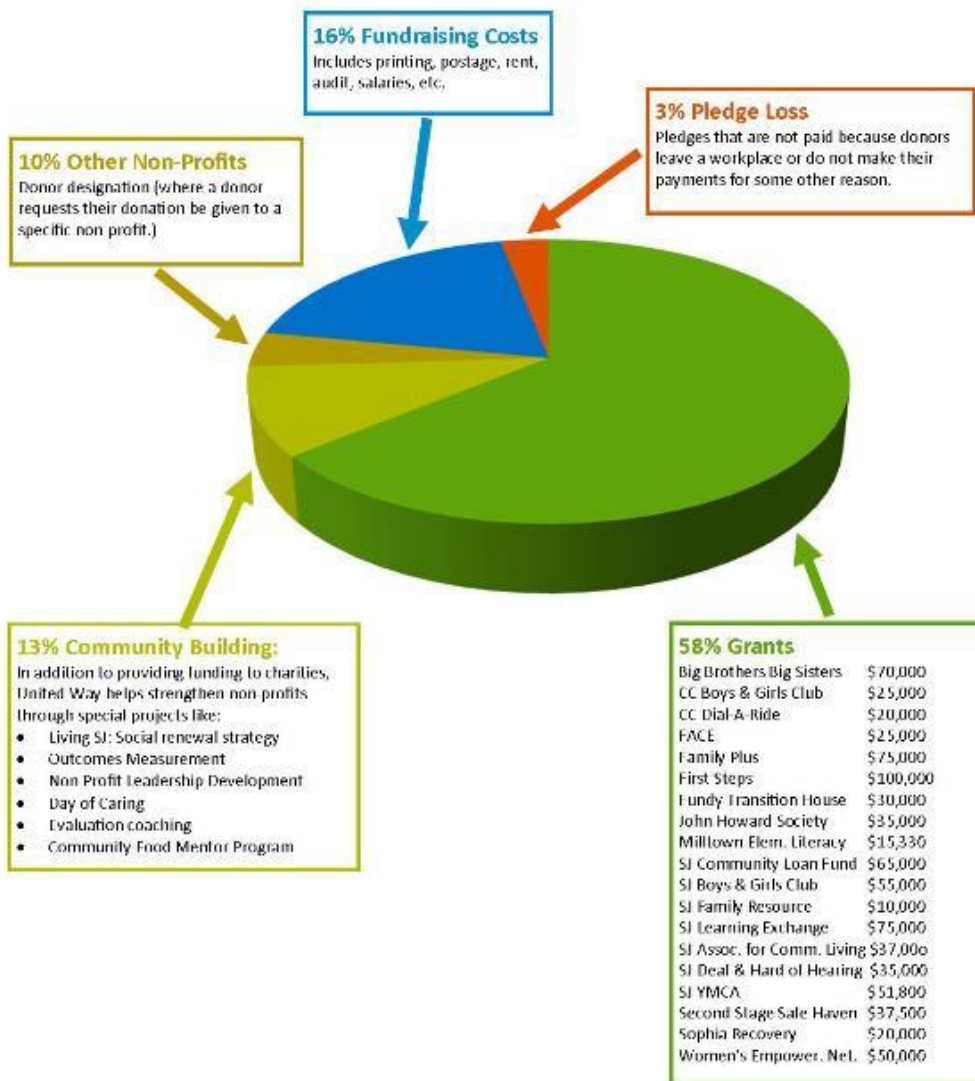
2014/2015 FINANCIALS

For full details please go to
www.unitedwaysaintjohn.com for
our audited statements



United Way
Saint John, Kings
& Charlotte

How your Donation is Invested 2015



THANK YOU

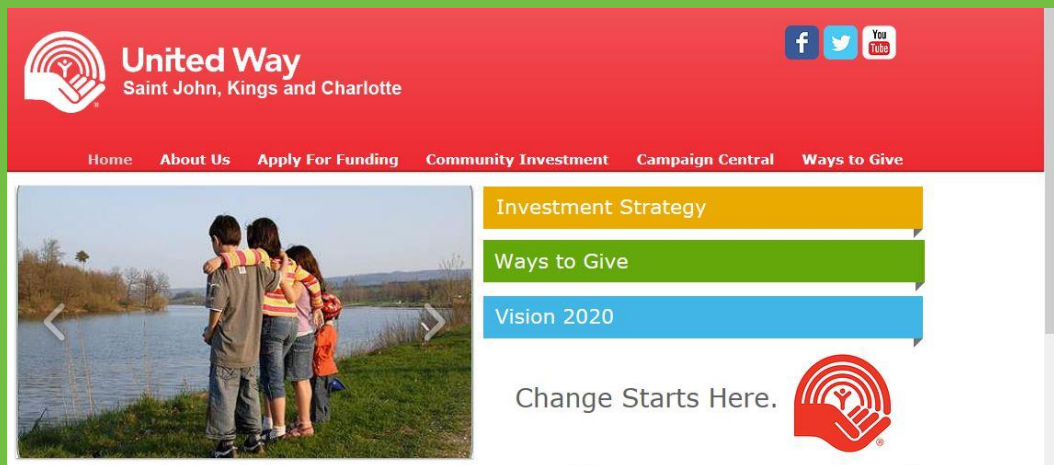
Thank you to our donors, workplaces, and volunteers making this year a success!



Day of Caring – Volunteers from Stantec building benches, garden boxes & painting the deck at John Howard Group Home

How you can help

Follow us on Facebook and check us out on our website to find out more about your local United Way and how you can get involved.



www.unitedwaysaintjohn.com



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