

# YOUR UNITED WAY SOCIAL IMPACT GUARANTEE

ALL THAT KIDS CAN BE

## HELP MAKE UNFAIR ACCESS TO EDUCATION #UNIGNORABLE

- ✘ 30% of children in Saint John, 26% in Sussex, and 28% in St. Stephen live in poverty
- ✘ 24% of kids in our school district score below the appropriate reading level

### OUR VISION/GOAL

To empower children and youth with academic and social tools to overcome education inequality, build positive relationships and reach their full potential.

## HELP MAKE POVERTY #UNIGNORABLE

- ✘ 84% of children who grew up in poverty end up living in poverty as adults
- ✘ 50% of single parent families in Saint John and 41% in Charlotte County live in poverty
- ✘ Median income for a single parent family is \$17,000

### OUR VISION/GOAL

To break the cycle of generational poverty by giving every individual and family a fair chance to build a better future for themselves.

## HELP MAKE DOMESTIC VIOLENCE #UNIGNORABLE

- ✘ NB has the 2nd highest rate of domestic violence in Canada
- ✘ Saint John has the highest rate of violence against young girls
- ✘ Kids who grow up with domestic violence are more than 5 times more likely to be abused or be abusive as adults

## HELP MAKE MENTAL HEALTH #UNIGNORABLE

- ✘ 30% of people in Saint John struggle with mental health
- ✘ 45% of people with mental health issues are victims of crime
- ✘ On average, it takes over a year for someone struggling with mental health to tell their closest friends and family

### OUR VISION/GOAL

To increase resilience in individuals by breaking cycles of violence, social isolation and loneliness so families are safer, stronger and healthier.

## FAIR ACCESS TO EDUCATION

- ✔ **Black's Harbour and Milltown Summer Literacy**  
95% of struggling kids maintained their reading and math skills through the summer
- ✔ **Saint John Boys & Girls Club\***  
77% of students who attend regularly have PSE plans
- ✔ **Big Brothers Big Sisters of Saint John**  
88% of kids with a role model became more connected to family and community
- ✔ **Sistema**  
90% of parents felt their child was more confident since joining Sistema
- ✔ **Snider Mountain - New Horizons Ranch**  
93% of kids had fewer behavioural incidents
- ✔ **Teen Resource Centre**  
80% of grade 12 formed post-secondary education plans

## POVERTY REDUCTION

- ✔ **Milltown PowerUp!**  
63% of moms who were really struggling are studying or working 6 months later
- ✔ **Outflow\***  
100% of disadvantaged men became more stable, with nearly 50% making progress toward their goals
- ✔ **Outflow Dentistry**  
In just the first few months, 84% of 19 clients have had dental pain resolved, and 13 were redirected from the Emergency department
- ✔ **Saint John Learning Exchange**  
93% of adults with barriers to employment increased motivation, attendance, respect, stress management and personal accountability
- ✔ **Saint John Women's Empowerment Network\***  
85% of Saint John women who set education as a goal are in training after completing PowerUp!, 82% from St. Stephen and Sussex
- ✔ **LivingSJ**  
Our collective impact approach to reducing generational poverty

## BUILDING STRONG COMMUNITIES

- ✔ **Family Plus Life Solutions**  
78% of more than 400 low-income clients who received counselling subsidies achieved their counselling goals
- ✔ **Saint John Community Loan Fund\***  
13 low income women began micro businesses
- ✔ **Second Stage Housing**  
80% of women are not in an abusive relationship, are employed, and are happy one year after leaving Second Stage
- ✔ **Sophia Recovery Centre\***  
80% of 45 women who complete the 12 steps with peer recovery coach are expected to reduce their substance use for 6 months
- ✔ **Sussex Wellness Network**  
13 Sussex residents achieved stability and independence last year
- ✔ **First Steps**  
100% of babies were born healthy and 69% of young moms are living independently with their child three years after leaving
- ✔ **Powering Local Charities**  
The United Way is providing training, coaching, and support to help local charities be better and stronger
- ✔ **Charlotte County Dial A Ride\***  
Helps Charlotte County residents without transportation a means to get to essential services like cancer treatment and NBCC
- ✔ **Bee Me Kidz\***  
Parents learn how to recognize & constructively deal with emotions

\*Charities shortlisted for 2020 funding. All others will receive United Way funding.

FROM POVERTY TO POSSIBILITY

STRONG COMMUNITIES



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

SHOW YOUR LOCAL LOVE.  
**DONATE TODAY**

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