

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.

FAIR ACCESS TO EDUCATION

- ✓ **Black's Harbour and Milltown Summer Literacy**
90% of struggling kids maintained their reading and math skills through the summer
- ✓ **Saint John Boys & Girls Club**
92% of students who attend regularly have PSE plans
- ✓ **Big Brothers Big Sisters of Saint John**
90% of kids with a role model have more positive attitude towards school, improved behaviour and engagement in school activities
- ✓ **Sistema**
96% of youth showed improvement in motivation, frustration, tolerance, self-esteem, and independence
- ✓ **Snider Mountain - New Horizons Ranch**
89% of kids have a sustained improved growth mindset
- ✓ **Teen Resource Centre**
95% of Grade 11 & 12 students at Teen Resource Centre have post-secondary education plans.

POVERTY TO POSSIBILITY

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.

POVERTY REDUCTION

- ✓ **Saint John Community Loan Fund**
73% of women in the Enterprising Women program joined the workforce
- ✓ **Outflow**
83% of disadvantaged men became more stable, with nearly 80% making progress toward their goals
- ✓ **Saint John Learning Exchange**
89% of adults participating in WorkLinks secured employment
- ✓ **Saint John Women's Empowerment Network**
65% of women who set employment as a goal were employed within 6 months of completing PowerUp! (Saint John, Charlotte & Kings)
- ✓ **LivingSJ**
Our collective impact approach to reducing generational poverty

STRONG & HEALTHY COMMUNITIES

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.

BUILDING STRONG COMMUNITIES

- ✓ **Family Plus Life Solutions**
239 low-income clients received counselling subsidies for their mental health struggles
- ✓ **Second Stage Housing**
90% of women are not in an abusive relationship, are employed or going to school, and are happy 3 years after leaving Second Stage
- ✓ **Sophia Recovery Centre**
100% of women who completed the 12 steps with a peer recovery coach reduced their substance use for 6 months or achieved complete abstinence
- ✓ **Sussex Wellness Network**
57 Sussex residents were helped to find programs to help achieve stability and independence
- ✓ **First Steps**
100% of babies were born healthy and 72% 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**
Charlotte County residents without transportation will have a means to get to essential services like cancer treatment and NBCC
- ✓ **Bee Me Kidz**
Parents and children will learn how to recognize & constructively deal with emotions