



*“Each year we receive many requests to support local charities and our donation strategy was very broad, we did not feel we were making enough of a difference in our community. With the help of the United Way advisory services we have decreased the valuable time spent on the decision making and have a focused donation strategy; helping reduce generational poverty. Each year we select projects that fit best with our corporate and employee interests and contribute to the reduction of generational poverty. The best part is the United Way is providing us with progress reports that include stories and statistics we can share with our employees and customers. We can now see the measurable difference our charitable gifts are making, for the first time.”*

**~Jessica DeLong  
Saint John Energy**



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**United Way**

Saint John, Kings  
& Charlotte

**Corporate Social  
Responsibility  
Advisory  
Services**





Companies in our region are extremely generous. Small and medium companies give, but sometimes lack a strategy to direct their generosity and don't know what impact their gifts are making.

## United Way Can Help

United Way works with companies to create a customized strategy to optimize donations (social investment) and ensure a return on investment.

We have developed an investment portfolio to address social issues based on the needs of the community. We work with other funders, governments, and partners to identify the most pressing social problems and set targets for the changes we want to see. Local charities submit detailed grant applications to the United Way, which are reviewed and analyzed by our volunteer experts. Each year the strongest performing organizations and initiatives make up our investment portfolio.

## 3 Simple Steps

### STEP 1: MEET WITH UNITED WAY ADVISOR

A United Way staff person meets with your company's leadership to understand interests. They recommend options from a portfolio of high potential opportunities.



### STEP 2: DEVELOP IMPACT PLAN

Your company selects the project(s) that best fits your interests. Single-year and multi-year options are available. Customized projects and employee engagement can be a part of the plan.



### STEP 3: MONITOR, WATCH THE RESULTS!

The United Way manages your company's investment and ensures your gift is optimized. To maintain accountability, the gift is made to the United Way and disbursed to the funded partner. Twice a year, the United Way provides you with progress on outcomes that you can share internally with employees or external with clients/customers.



## Why United Way?

- We see charitable giving as an investment in the community.
- We set targets and monitor our investments to maximize performance.
- We leverage funding from other sources to optimize impact.
- We protect investments by helping to strengthen charities.
- We develop a custom plan that is right for your company.



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# 1-2-3 Impact!