



ANNUAL REPORT

2020-2021



United Way
Saint John, Kings
& Charlotte

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CHAIR'S MESSAGE



DEREK O'BRIEN
Chair of the Board

"There is no power for change greater than a community discovering what it cares about." –Margaret J. Wheatley

Change is certainly an appropriate word to describe 2020 however, through it all, our community clearly showed us what they cared about – each other.

March 2020 turned our lives upside down, creating uncertainty and instability like never before. United Way was there. At the height of the pandemic, United Way was chosen to administer Federal and Provincial COVID-response funds that distributed over \$900,000 of emergency funding to local non-profits. The 11 United Ways across Atlantic Canada also came together during the first month of the pandemic to launch the Atlantic Compassion

Fund; a truly "united" effort to provide rapid relief to the most impacted and marginalized people affected by the significant impacts of COVID-19.

As we launched into our annual campaign in the Fall, we were unsure of what to expect. Yet through the giving of so many compassionate donors, our community not only met our campaign goal but exceeded it! A great feat during a pandemic! This result allowed us to fund 18 local partner agencies that will provide supports and services to individuals and families throughout our region. Supports that are needed now, more than ever.

Our staff is at the heart of the great work being done at United Way Saint John, Kings & Charlotte. Throughout the unpredictable climate of 2020, our staff remained steadfast and determined to bring relief and stability to our communities. My admiration is immense for the way they adapted and quickly took on leadership and advocacy roles for the people we live in community with. They truly live the United Way mission, vision and values every day and worked many long hours, at home and in office, during the past 12 months. Their dedication to our role as a community funder, advisor, builder, and trusted partner is to be celebrated and admired. Special thanks to Sheila Comeau-Oldfield who celebrated 30 years with United Way in 2021! An accomplishment that we are very fortunate to be part of.

Thank you to Nancy Creamer-Ervin for her commitment as our 2020 Campaign Chair – not an easy task in 2020! Yet Nancy came through with grace and perseverance, contributing to a campaign result that we are extremely thankful for. Your efforts during a unique and ever-changing campaign climate are sincerely appreciated.

I would also like to thank my colleagues at the Board for your ability to adapt yet preserve the culture and leadership of United Way, for spending hours in ZOOM meetings, and continuing your exemplary guidance and governance of the United Way.

And to our many wonderful volunteers - you give your time, energy, and insights into making the vision of United Way a success. Thank you for your belief, trust, and hard work in creating a Saint John, Kings and Charlotte region where people are given the opportunities to live their best lives.

As we move ahead in 2021, we will remain confident and resilient in our commitment to making issues #unignorable and to building better neighbourhoods, better families, and better opportunities for all.

| UNITED WAY SAINT JOHN, KINGS & CHARLOTTE

OUR VISION Everyone in every community has the opportunity to reach their full potential.

OUR MISSION Igniting the desire in everyone to improve lives and build strong communities.

OUR MANDATE Demonstrate trust, integrity, respect, inclusivity and transparency.
Energize and inspire volunteerism and volunteer leadership.
Endorse innovation, partnerships and collective action.
Provide non-partisan leadership.
Embrace diversity.

OUR FOCUS AREAS



Moving people
from poverty to
possibility



Help kids & youth
achieve their full
potential



Access to mental
health services



Break the cycle of
domestic violence

OUR ROLES



Investor

Strategically funding local non-profits that are effective, innovative, flexible and collaborative.



Advisor

Advising, leveraging and aligning other funders/investors to achieve the greatest possible outcomes for our community.



Builder

Help non-profits be stronger and more resilient. Help with outcomes measurement, skills and leadership development.



Fundraiser

Create meaningful partnerships with business, unions, foundations and individuals to solve social issues.



Connector

Connect companies, individuals and non-profits to create social change on the issues that matter most to them.

| LEADERSHIP

United Way Saint John, Kings & Charlotte 2020 Board of Directors.



Derek O'Brien
Chair



Amy Lynn Patterson
Vice-Chair



John C Fitzpatrick
Vice-Chair



Jason Swallow
Treasurer



Leslie Magee



Cynthia Goodwin



Valentin Boinitski



Joanne Nickerson



Alanna Waberski



Elaine Daley

| EXECUTIVE DIRECTOR'S MESSAGE



ALEXYA HEELIS
Executive Director

"The secret of change is to focus all of your energy, not on fighting the old, but on building the new." - Socrates

2020-2021 brought us a great abundance of change and a level of uncertainty that we had never experienced before. At United Way Saint John, Kings and Charlotte we took the advice of Socrates and focused on building the new.

Our funded partners did the same; quickly pivoting to meet the immediate needs of their clients and then adapting their programs and services to continue serving their mandates. Their resiliency and dedication provided some phenomenal outcomes despite the challenges that COVID presented.

2020 reminded me once again how our entire community is resilient; how we remain committed to helping others; how we value our families, neighbours, friends and even friends we have not yet met. We want to help, we want to give, we want to make Saint John, Kings and Charlotte a better place for all who call it home. Our donors were generous and supportive beyond measure. I cannot truly express the gratitude that has filled all of us at United Way and among our funded partners, for the expression of local love that people so willingly gave to our community.

Our volunteers worked diligently and thoughtfully on our behalf even amid public health restrictions, digital meetings, and uncertainty. They learned with us, and taught us, as we adapted our campaign plans and hopes. Our volunteers are the BEST, and we are grateful to have them on our team!

2020 was indeed a heck of a first year as Executive Director at United Way Saint John, Kings & Charlotte! It was unpredictable yet exhilarating and it certainly accelerated my learning curve to a pace I never imagined. At the end of the day though, it was a gift to be part of the amazing display of hope, transformation, and perseverance in our community in 2020. Thank you for the opportunity.

LOCAL LOVE, LOCAL IMPACT - OUR FUNDED PARTNERS

In 2020, United Way Saint John, Kings & Charlotte was able to provide funding and support to **18 programs at 17 organizations across our region**. The impact of these programs is reflected in the many inspiring personal stories of resiliency, recovery and transformation and through measurable outcomes.

BEE ME KIDZ: EMPOWERING CHILDREN AND STRENGTHENING FAMILIES

A Saturday program for families to address socioeconomic and behavioural challenges by building social and emotional skills.

169 

169 families (183 parents and 269 kids) participated in programs.



79%

79% of kids showed improvement in their social and emotional behaviour.

BIG BROTHERS BIG SISTERS: HELPING KIDS THROUGH MENTORSHIP

Big Brothers Big Sisters enables life-changing mentoring relationships to ignite the power and potential of young people.

330 

330 youth benefited from a 1-1, in-school or group mentor.



96%

96% of mentored youth improved their emotional and social competence.

BLACKS HARBOUR SCHOOL: AFTER SCHOOL AND SUMMER PROGRAMS

Blacks Harbour School improves literacy through after school and summer programs for youth.

38 

38 kids participated in summer camp and/or after school program.



73%

73% of participating kids met literacy and numeracy targets on report card.

CHARLOTTE DIAL-A-RIDE: ESSENTIAL TRANSPORTATION SERVICES

Charlotte Dial-A-Ride provides rides for individuals in Charlotte County to be able to access essential services and appointments.

3865 

3865 rides were provided to access essential services.



74%

74% of members accessed one or more rides.

FAMILY PLUS LIFE SOLUTIONS: ACCESS TO MENTAL HEALTH SERVICES

Family Plus provides quality, timely counselling and mental health support to individuals and families.

2032 

2032 subsidized counselling sessions were accessed by 255 individuals and families.



75%

75% of subsidized clients achieved their counselling goal.

FIRST STEPS: SUPPORTING PREGNANT AND PARENTING YOUNG MOMS

First Steps provides a safe and supportive environment for pregnant and parenting young moms and their children with no safe place to live.

28 

28 young moms accessed support for parenting, life skills and mental health.



67%

67% of the moms attending onsite school improved one grade level.



"Due to a disability, Madsen is unable to drive a vehicle. Charlotte Dial-A-Ride helps Madsen get to the Community Living Centre in St. George four days a week to socialize, continue her education, take courses and learn workplace essential skills. The service at Charlotte Dial-A-Ride has been a literal lifesaver for us, especially for our daughter."

~Madsen's parents

MILLTOWN ELEMENTARY: LITERACY AND FAMILY SUPPORT

Milltown Elementary improves literacy through after school programming and provides support to families whose kids are chronically absent.

70 

70 kids and families received additional support from MES programs.



86%

86% of kids in literacy program improved one or more reading levels.

OUTFLOW: SHELTER AND SUPPORT FOR THOSE FACING HOMELESSNESS

Provides shelter for homeless men and provides support and community connection for individuals with multiple barriers.

10 

10 previously homeless individuals were moved into permanent housing.



87%

87% of individuals supported by outreach program achieved their goal.

SECOND STAGE SAFE HAVEN: BREAKING THE CYCLE OF DOMESTIC VIOLENCE

Second Stage provides safe and affordable housing to enable women and their children who have experienced domestic violence to work towards independence.

20 

20 women and their children left an abusive relationship.



100%

100% of women are living free from violence after 12 months.



"I came to Canada with the dream of having a better life for me and my children. After arriving, my partner started abusing me more, the violence got worse. I felt scared, alone and embarrassed, I was afraid to tell anyone. I did not know what to do, who to call, or what services were available to me. A friend told me about Second Stage. After I moved to Second Stage, I felt safe and relieved. I received counseling and information on healthy relationships, stress, and trauma. The staff helped to connect me to other community organizations. I have achieved many goals, including going back to school, and feel confident in myself and my future."

~Second Stage Resident

BGC GREATER SAINT JOHN: HELPING YOUTH BE RESILIENT

BGC helps youth achieve their full potential by engaging them in activities that challenge and enrich their minds, bodies and spirits and nurture their self-esteem.

91 

91 youth regularly attended after school programming at the Club.



95%

95% of youth from afterschool programs improved on their personal responsibility.

SJ COMMUNITY LOAN FUND: BUILDING ENTREPRENEURIAL SKILLS

The Loan Fund aims to improve social conditions by promoting economic independence and fostering entrepreneurship in the community.

50 

50 women built financial assets and entrepreneurial skills.



71%

71% of Enterprising Women grads started a business or found employment.

SJ LEARNING EXCHANGE: FIGHTING POVERTY THROUGH EDUCATION

The Learning Exchange empowers adults to achieve their education and employment goals through individualized learning and holistic solutions.

92 

92 individuals secured full or part time employment through WorkLinks.



47%

47% of learners achieved a milestone goal (GED, employment, etc.)



"I learned about WES when I was looking for care for my son. I liked the soft skills. In Egypt we don't learn how to talk about our feelings. At times it was very hard. I didn't feel my English was good but the team always supported me. In Egypt I worked for the government as a civil planner and have a master's degree. After graduating WES, the Learning Exchange helped me with something I didn't think was possible - an internship at Develop Saint John. It's the most exciting thing that's happened to me since coming to Saint John. To build my resume while working with Canadians to better understand the culture and applying my skills has been wonderful. I love working in my field. I feel like I always have someone to turn to when I am making big decisions. I plan to apply to UNB for my PhD in Engineering. I now feel like my family is part of this community."

~Alshaimaa

SJ LEARNING EXCHANGE - GOALS: HELPING YOUTH SUCCEED

The Learning Exchange GOALS program helps youth ages 16-25 achieve their Adult High School Diploma with individualized learning and wrap-around services.

109 

109 high school credits awarded, 14 youth obtained Adult High School Diploma.



78%

78% of youth achieved one or more credit toward their high school diploma.



"I first became aware of the Learning Exchange through UYES. Everyone there was so supportive and understanding. The atmosphere was welcoming and I didn't feel the daily pressure I felt in traditional high school. As a mom, I found the class schedule very flexible. It was built around what I needed. Once I got my Adult High School Diploma, we started to talk about the next step. I looked at welding at NBCC. I was good with my hands and the trades are in my family. Now I get to use all the skills I learned at the Learning Exchange at college every day."

~Madalynn

SISTEMA: EMPOWERING KIDS THROUGH ORCHESTRAL TRAINING

Sistema builds confidence and self-esteem by teaching kids about motivation, discipline and teamwork through a daily after school orchestral program.

160 

160 youth participated in the after-school orchestral program.



89%

89% of youth showed improved resilience and a growth mindset.

SOPHIA RECOVERY: HELPING WOMEN IN THEIR RECOVERY FROM ADDICTIONS

Sophia provides a safe and supportive environment for women seeking recovery from addictions.

209 

209 women accessed recovery support with peer counselling and support groups.



68%

68% of women were able to eliminate substance abuse for 6 months or more.

SUSSEX WELLNESS NETWORK: CONNECTING PEOPLE TO COMMUNITY SUPPORT

The Sussex Family Coordinator connects individuals in the Sussex area to community programs and services.

55 

55 individuals and families were connected to community supports (housing, food, etc.)



57%

57% of individuals followed through on referral to community program or support.

TEEN RESOURCE CENTRE: HELPING YOUTH SUCCEED

The TRC provides youth with a safe place to find support to help them reach their full potential, through drop-in centre, tutoring, case management, etc.

89 

89 youth regularly participate in the drop-in center programs.



83%

83% of youth at TRC are considering higher education.

WOMEN'S EMPOWERMENT NETWORK: HELPING WOMEN OUT OF POVERTY

Women's Empowerment Network provides programs to empower women to live sustainable lives and contribute as full partners in society.

47 

47 women participated in empowerment program.



100%

100% of the women felt more connected to their community.



Lisa came to WEN in the fall of 2020 to take Power Up. She felt defeated and was looking for help motivating herself to go back to work. While Lisa has a diploma from NBCC, life's struggles had put her on a path that wasn't where she wanted to be. Power Up helped put her back into a routine, but Lisa knew there was more to be done. Struggling with her self-confidence, Lisa enrolled in Self-Esteem. After learning more about herself and graduating she felt empowered knowing now the power of what she could do when she put her mind to it. In March, Lisa was chosen to be a part of the Managing Stress pilot project and recently graduated. "For the first time in many years I feel proud of myself, engaging with others brought my Self-Esteem back and empowered me to achieve more in my life."

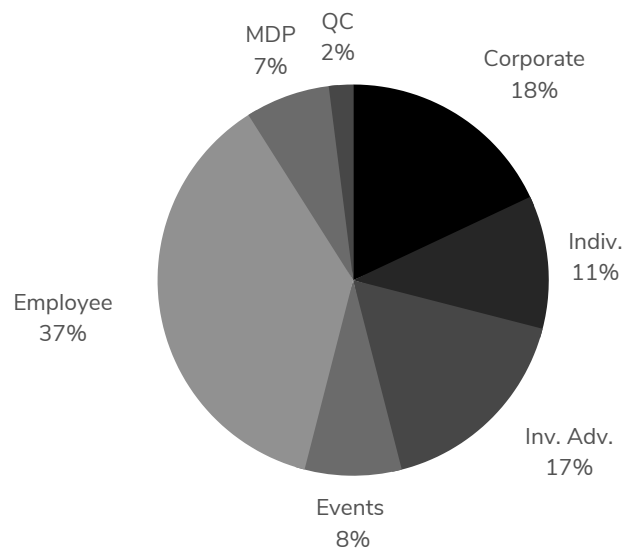
COMMUNITY CAMPAIGN SUCCESS

\$1,756,622 raised in 2020.

"There was a lot of uncertainty as we launched the 2020 United Way Campaign in the midst of a global pandemic. However, I knew the people and organizations of Saint John, Kings and Charlotte understood that their support was needed more than ever.

Our donors did not let us down! Thanks to their generosity and our dedicated campaign team, we raised more than \$1.75 million, exceeding our \$1.56 million goal. I am extremely grateful for this level of support. It has been my honour and an inspiration to serve as this year's campaign chair."

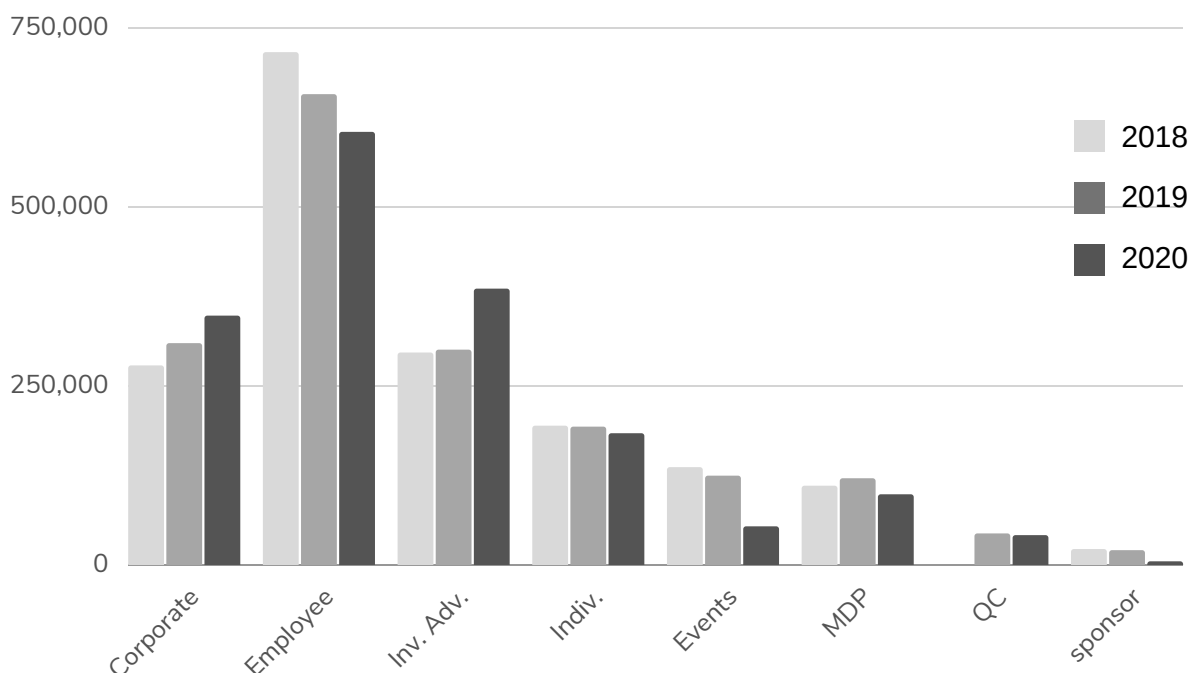
~Nancy Creamer-Ervin, 2020 Campaign Chair



2020 Donations by Program

The United Way Saint John, Kings and Charlotte offers a variety of ways for donors to support their community: corporate donations, employee gifts, individual donations, Social Investment Advisor, Million Dollar Pledge, Quarter Club and sponsorship & special events.

YOY Donations by Program



OUR TOP SUPPORTERS

Over 3,000 individuals, businesses, foundations, and unions supported our 2020 campaign.

Top 20 Employee Giving

TD Bank Group	\$87,523
City of Saint John	\$56,942
J.D Irving Ltd.	\$54,182
NB Power	\$51,015
Bell Aliant	\$39,130
CRA	\$29,144
Costco	\$17,355
Saint John Energy	\$13,783
Wyndham	\$13,742
Social Development	\$13,057
Federal Retirees	\$12,470
CIBC	\$12,235
Bank of Montreal	\$11,938
ASD-S	\$10,862
Mariner Partners	\$ 9,771
Royal Bank	\$ 9,568
UNBSJ	\$ 9,289
Scotiabank	\$ 9,119
Innovatia	\$ 8,538
Horizon Health	\$ 7,740

Top 20 Corporate Giving

Saint John Energy	\$ 64,233
The Co-operators	\$ 45,800
TD Bank Group	\$ 42,961
Crosby's	\$ 25,000
Hazen Investments	\$ 20,000
Scotiabank	\$ 16,000
Bell Aliant	\$ 15,478
Anonymous	\$ 11,819
CIBC	\$ 11,069
Costco	\$ 10,730
Mariner Partners	\$ 10,271
Bank of Montreal	\$ 8,200
Liberty	\$ 8,044
Stewart McKelvey	\$ 7,875
Moosehead	\$ 7,000
Canada Life	\$ 5,856
Desjardins	\$ 5,300
ANBL	\$ 5,000
Canaport LNG	\$ 5,000
OSCO	\$ 5,000

Investment Advisor

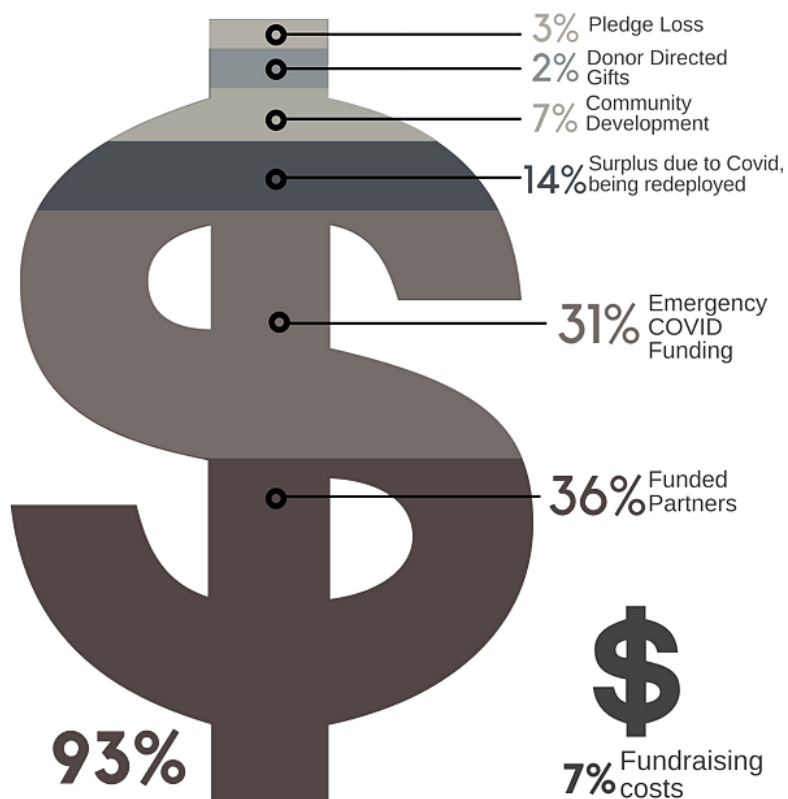
Crabtree Foundation	\$100k
Christofer Foundation	\$50k
Saint John Energy	\$50k
Sir James Dunn Foundation	\$50k
MacMurray Foundation	\$30k
Pannell Foundation	\$25k
Redleaf Foundation	\$15k
2 Anonymous Individuals	\$15k
Canpotex	\$10k

Million Dollar Pledge - \$10k

Vision Coaching
Mrs. Dunster's
Hemming House Pictures
Domino's
Scott McCain
Sunny Corner
Teed Saunders Doyle
Town Health Solutions
2 Anonymous & 2 Paused Members

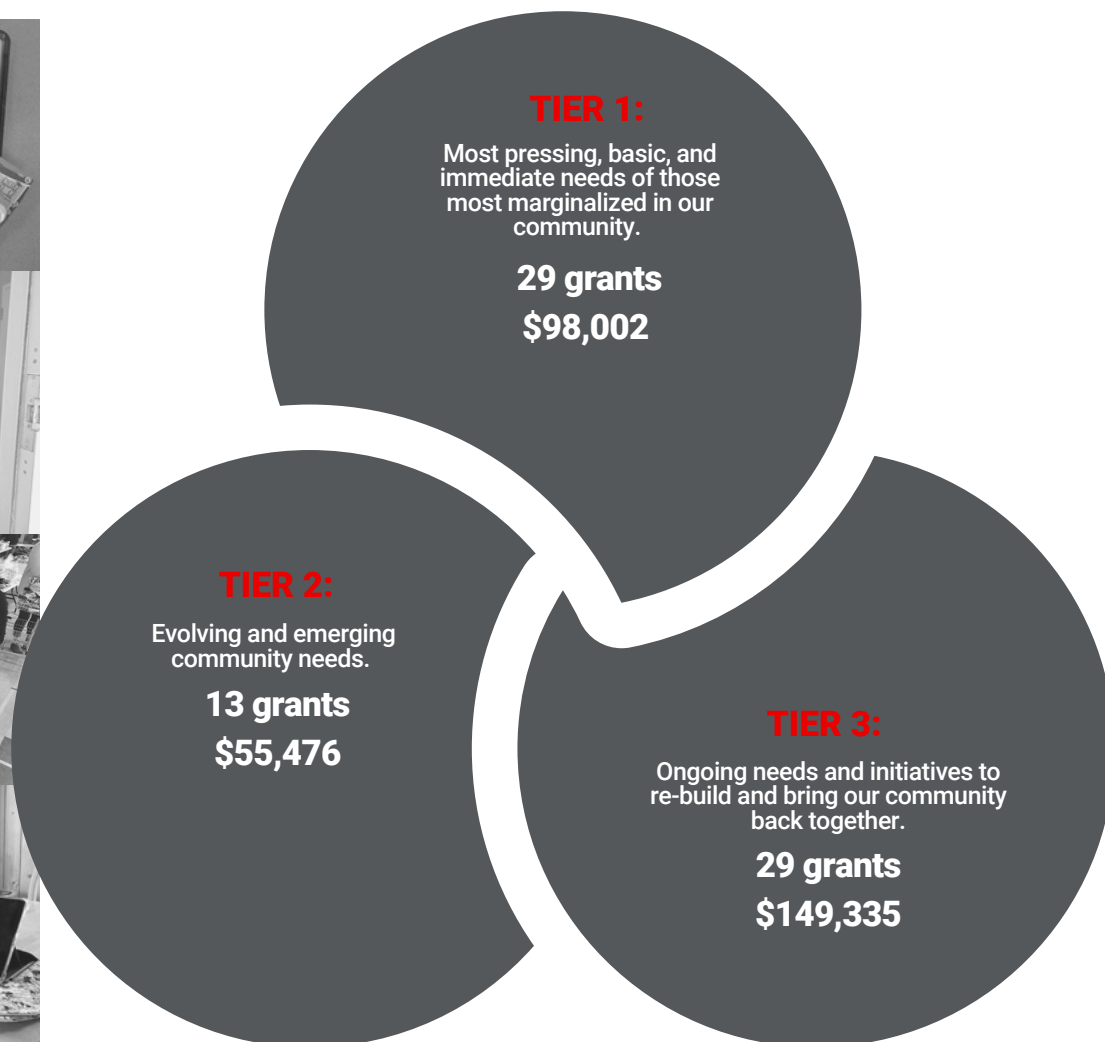


2020 Community Investments



ATLANTIC COMPASSION FUND

On March 17, 2020 the 11 United Ways in Atlantic Canada partnered to launch the Atlantic Compassion Fund to respond to the needs brought on by the COVID-19 pandemic. Our United Way raised **\$302,813** and provided **71 grants to 45 charities** in Saint John, Kings and Charlotte counties.



Organizations supported by the Atlantic Compassion Fund:

Ability New Brunswick*
 Avenue B Harm Reduction
 Business Community Anti-Poverty Initiative
 Big Brothers Big Sisters of Saint John
 Blacks Harbour School
 Calvary Temple Saint John
 Campobello Food Bank
 Carol-Anns House
 Catena Jobs Plus Skills & Development Center
 Coverdale Centre for Women
 Crescent Valley Resource Centre
 Crosswinds Occupational Activity Center
 Eastern Charlotte Assoc. for Community Living
 Elizabeth Fry Society of Saint John
 Family Resource Centre Charlotte County

Family Plus / Life Solutions
 First Steps housing Project Inc.
 Fundy Region Transition House
 Gentle Path Counselling Services Ltd.
 Home Support Services Inc.
 Inner City Youth Ministry
 Interaction School of Performing Arts
 John Howard Society
 Kidney Foundation of Canada
 Kings County Family Resource Center
 Milltown Elementary
 Neil Squire Society
 NB Association for Community Living*
 Saint John Seventh-Day Adventist Church
 Saint John Human Development Council

Saint John Learning Exchange
 Salvation Army Sussex
 Soaring Workshop s1 & 2 (United Way)
 St. Andrews and Area Open Door Inc
 St. George & Area Food Bank
 Sophia Recovery Centre
 Sussex Sharing Club
 The Food Depot*
 The One Change
 The Resource Center for Youth
 Union Street Atlantic Baptist Church
 Volunteer Centre of Charlotte County
 Westfield School
 Women's Empowerment Network
 YMCA

*Joint projects with United Ways of New Brunswick. Total of \$17,000 invested in our area but paid by joint funding held by United Way Greater Moncton and Southeastern NB.

| EMERGENCY COMMUNITY SUPPORT FUND

In April 2020, the Government of Canada created the Emergency Community Response Fund (ECSF) and partnered with United Way Canada, Community Foundations of Canada and The Red Cross to distribute \$350 million to charities and non-profits providing crucial resources and community-based services for vulnerable Canadians during the pandemic. In round one our United Way distributed **\$400,996 to 20 organizations** and **\$159,000 to 13 organizations** in round two.

ECSF ROUND 1:

Ability NB
Alzheimer's Society
Big Brothers Big Sisters
Boys & Girls Club of Charlotte County
Crescent Valley Resource Centre
Elementary Literacy Inc.
Family Plus/Life Solutions
First Steps Housing
Home Support Services
Kidney Foundation of Canada, Atlantic Chapter
NB Association for Community Living
Oak Hill United Church (St. Croix Wellness & Renewal Centre)
Roots of Empathy
Saint John Boys & Girls Club
Saint John Community Loan Fund
Saint John Human Development Council (Brilliant Labs)
Saint John Women's Empowerment Network
Sussex Regional Library (Multicultural Assoc. of Sussex)
Teen Resource Centre
YMCA of Greater Saint John



ECSF ROUND 2:

Ability NB
Boys & Girls Club of Charlotte County
First Steps Housing
Home Support Services
Hospice Greater Saint John
Oak Hill United Church (St. Croix Wellness & Renewal Centre)
Saint John Domestic Violence Outreach
Sophia Recovery Centre
Saint John Women's Empowerment Network
Sussex Regional Library (Multicultural Assoc. of Sussex)
Teen Resource Centre
The One Change
YMCA of Greater Saint John



Canada



Home Support Services was able to offer Meals on Wheels for the first time to Campobello Island. During the pandemic there were no restaurants, very limited groceries, limited ferry service, and anxiety about traveling through the States. For many seniors the Meals on Wheels Program was a life saver both physically and mentally. Over 70% of the seniors served through the ECSF funding successfully signed up for the continuation of the Meals on Wheels Program on Campobello through Social Development. This COVID solution established a sustainable program that will help seniors for years to come.

| EMERGENCY SENIORS FUNDING

The Government of Canada's New Horizons for Seniors program provided \$9 million in funding to United Way Canada to support vulnerable seniors at risk due to COVID-19. Our United Way provided **9 grants to 7 organizations for a total of \$56,919.**

SENIORS GRANT RECIPIENTS:

Passamaquoddy Lodge (meals on wheels)
Home Support Services (meals on wheels)
Meals on Wheels Saint John
YMCA
Salvation Army Sussex
St. George & Area Food Bank
Dr. V.A. Snow Centre

Funded by the
Government of Canada's
New Horizons for Seniors Program

Canada



COMMUNITY BUILDING

United Way strives to drive performance in the community sector by providing sector training and development, encouraging collaboration and ensuring boards and non-profits have the tools they need to be strong and resilient.

EXECUTIVE DIRECTOR MENTORING

We provided one-on-one mentoring and coaching to new executive directors or to executive directors that are navigating a new challenge.



4

executive directors benefitted from mentoring/coaching



We first met Chelsie Nightingale from the Multicultural Association of Sussex when she applied for emergency COVID funding. We learned she was a first time executive director and identified her as a young leader who could benefit from mentoring. She was paired with management consultant Pat Stafford. They have regular mentoring sessions, with Pat providing advice on leadership, governance, communication, strategic planning, key performance indicators and more. "For me personally, this has really helped me grow. It was something so new for me. It's been wonderful," Chelsie says. "It's really helped us as an organization structure what we need. It has helped us step back and assess what we need to survive and to grow."

SOARING WORKSHOP

Partnering with SL Strategies, we offered two 2-hour virtual workshops to help non-profits identify learnings from the pandemic and re-focus and plan for the future.



34

individuals benefitted from the Soaring workshop.

SOARING WORKSHOP - PLANNING IN ACTION

In September, we offered an in depth, 8-week session to help non-profits with organizational planning and change in an unpredictable time. We had two sessions.



29

individuals participated in the planning in action workshops.

MENTAL HEALTH WORKSHOP SERIES

In partnership with Family Plus, we designed and offered a 4-part mental health series for non-profit staff. We offered two rounds workshops.



100

individuals participated in the workshops.

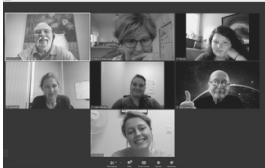
COACHING SKILLS FOR NON-PROFIT STAFF

We worked with Vision Coaching to design and offer a 4 week 'Using Coaching to Lead' program helping non-profit staff integrate the 'coach approach' in their work.



14

non-profit staff acquired coaching skills.



The journey! I really enjoyed the whole process of becoming more aware of the "coach approach" and trying it out with co-workers, friends and family. The results of doing so have been immediate and impactful. A real game changer! The most incredible thing I experienced in all of this was beautiful opportunity to just sit back and watch my coachees come to their own realizations. I feel very honoured to provide them the space to do so.

RESILIENCY WORKSHOP

We partnered with Resonance Inc. and Owens Macfayden Group to invite speaker, Robyn Hanley-Dafoe, to provide a virtual presentation on resiliency.



213

people joined our presentation.

BOARD MATCHING

We are often contacted by community-minded people looking to join a local charity's board. We do our best to match their interests and skills with a board opportunity.



3

individuals were referred and joined local boards.



Shannon Manuel recently moved back to Saint John from Alberta and she was anxious to continue making a difference in her community. She rang us looking for suggestions. "What I really liked about the approach is that it wasn't 'OK, here is a board you could join.' It was more 'What are you passionate about? Where do you want to make a difference?'" Shannon recalls. After that exploration, we introduced her to the Saint John Women's Empowerment Network. She jumped right in and helped establish a mentorship program and she'll soon be looking for ways to get more active with the board of directors.

ADVOCACY

We work with all levels of government to advocate the changes and improvements, big and small, that will improve our community.



3

levels of government engaged with our work.

OUTCOMES MEASUREMENT

We continue to work with our funded partners to improve outcomes measurement and ensure programs are having a measurable impact.



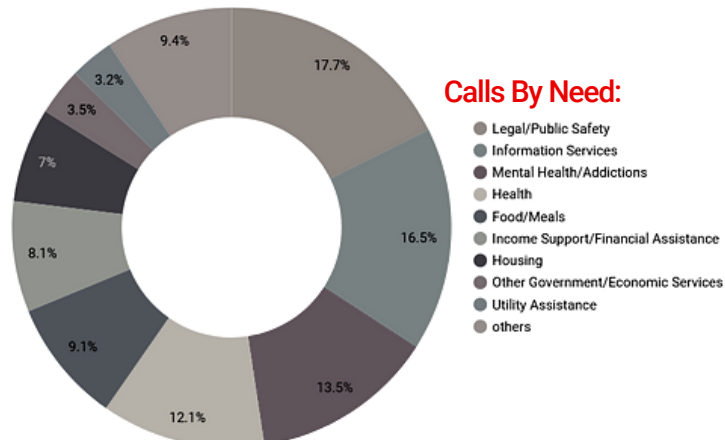
19

funded panrters worked with us to improve outcomes.

LAUNCH OF 211 NEW BRUNSWICK

211 Community Navigators have answered over 6,700 calls since the mid-October launch, and connected people to the critical resources they needed, when they needed them most.

211 is a community service trademarked to United Way, in partnership with the federal and provincial government. It is a free, confidential service that connects people quickly to critical government, social, and community support. Phones are answered 24/7, 365 days a year, in 170 languages through interpretation services. Anyone can call. Life can be hard, but finding help doesn't need to be.



A woman called 211. She needed to find affordable housing but had no idea where to start. The 211 Community Navigator took the time to understand what she needed and found her resources that she was eligible for. The Navigator explained to her how subsidized housing works and how to apply. She discussed supportive housing options for women and what that would entail. The caller took down all the information and said that she would contact the programs right away. Before saying goodbye, the Community Navigator reminded her that she could call 211 again if she had more questions, or if she needed more help - with anything, anytime. No one looks forward to finding new housing. During COVID, housing searches can be even more daunting. 211 Community Navigators know where to start, and they're there with you, every step of the way.

FINANCIAL STATEMENTS

United Way Saint John, Kings & Charlotte's 2020 audited financial statements are available at unitedwaysaintjohn.com/reports/

UNITED WAY TEAM

The United Way's small and mighty team showed their commitment and adaptability this year as they navigated a challenging year.



Alexya Heelis
Executive Director



Sheila Comeau-Oldfield
Finance Manager



Gina Carter
Admin Support



Jo-Anne Renton
Resource Development &
Relationship Officer