

2021-2022 ANNUAL REPORT

SHOW YOUR LOCAL LOVE.



United Way
Saint John, Kings
& Charlotte

CHAIR'S MESSAGE



DEREK O'BRIEN
Chair of the Board

It is difficult to believe that we have reached the end of another year in the work of our United Way serving the people of our communities. I am pleased to share the outstanding results of the work of United Way Saint John, Kings and Charlotte for 2021-22.

Although the uncertainty and disruption of Covid was still affecting our community, our Funded Partners, staff, and volunteers were better positioned to adjust and adapt to changes as the environment evolved, sometimes day-to-day. Tenacity and keeping an ever-present focus on our vision as an organization helped us realize positive results throughout the year.

As in 2020, most of our events and collaborations needed to be done virtually, yet we still found generous support through our campaign. Our donors never cease to amaze us with their giving and compassion for our communities. We feel the local love that our community has, and we are honoured to be stewards of it. Through our 2021 campaign, we raised \$1.66 million and as a result, were able to increase our giving to even more funded partner agencies that are helping us to build a better community for the people who live here.

Thank you to Shelley Wood - our 2021 Campaign Chair. Her encouragement, exuberance, and love for United Way shone through and made an impact on everyone. As a long-time donor to United Way and simply a person with a philanthropic spirit, Shelley easily shared the impacts of United Way and helped us to meet a goal that allowed us to move into 2022 with confidence and excitement.

I would also like to thank my colleagues at the Board for your constant commitment to maintaining the vision, mission, values, and integrity that United Way exemplifies in our communities. Your stewardship is essential to guiding the organization for long-term success for the communities we serve.

To our amazing volunteers – admiration to you once again for your time and energy towards making United Way's work a success. You are the United Way heartbeat in every workplace, every event, and every meeting – you are valued much more than I can express. You are helping change lives!

And last, but certainly not least, a huge thank you to the wonderful staff of United Way Saint John, Kings and Charlotte. You are vital to our work and you push yourselves every single day of the year to ensure our community has the supports, services and opportunities that everyone deserves to succeed. You build futures that change the course of generations. I am inspired by your dedication and compassion to this place we all call home.

As we move ahead in 2022, restrictions are lifting, doors are opening and we see a new world of possibilities for Saint John, Kings and Charlotte. Thank you be joining us on the journey

OUR IMPACT



4,412

lives
impacted



\$1,661,132

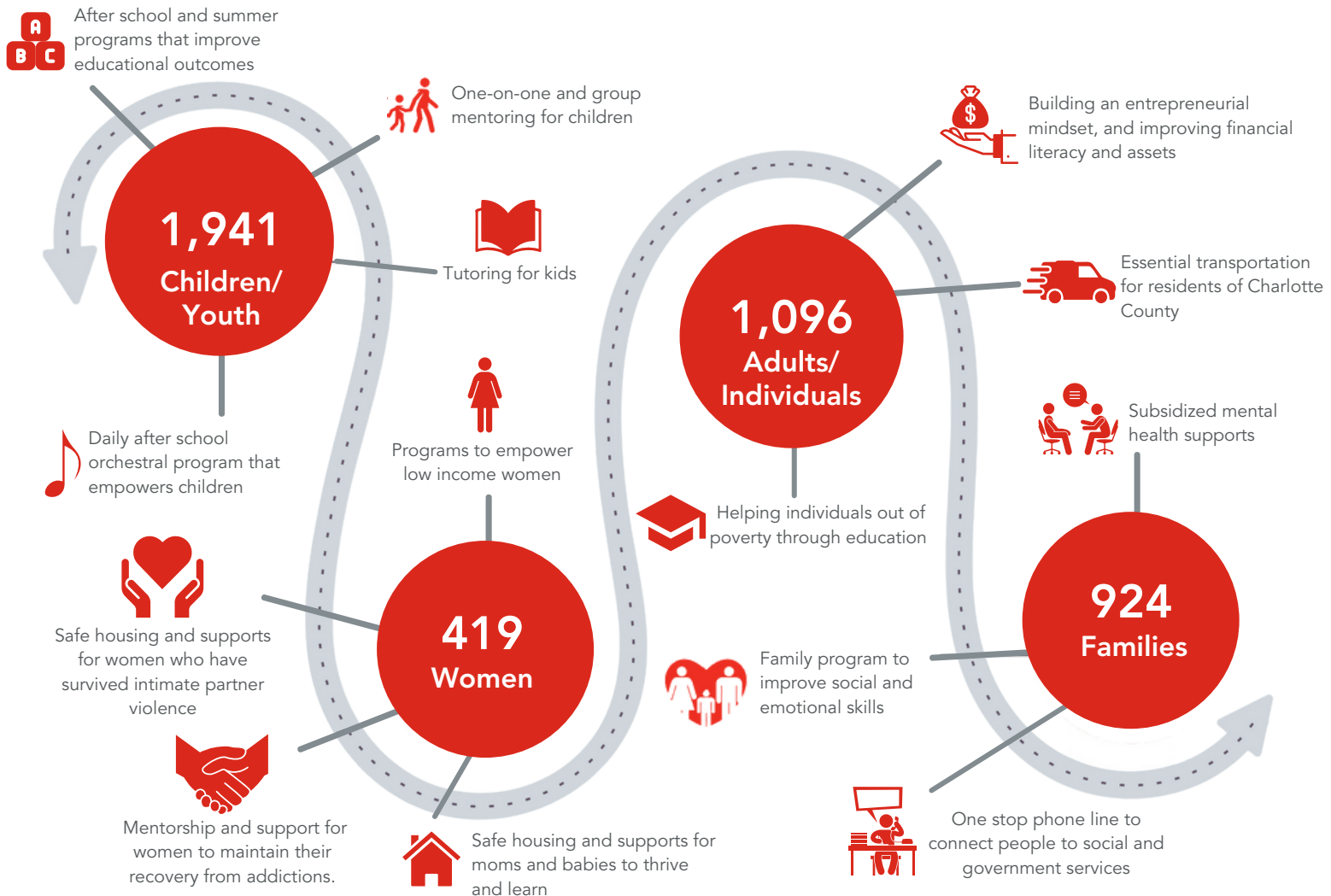
dollars
raised



18 funded
partners

21 programs and
initiatives

Support for all ages and stages of life



| 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 2021 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

During my second year as Executive Director at United Way Saint John, Kings and Charlotte and approaching 10 years working for this charity I love, I've learned the importance of 'being prepared to be unprepared' and the pandemic certainly proved that true. Yet, I've also learned that things which you cannot prepare for can lead to wonderful change.

Change and upheaval are not easy, but throughout 2021-2022, our community once again displayed the spirit of local love that has kept United Way acting as an agent of change and support since 1959. Then, now, and always – we will be here for our community because we live and breathe our vision that “everyone in every community has the opportunity to reach their full potential.”

Our funded partners believe it too - it's what they do every day. Opening their doors and offering their services to help people build better futures. We were thrilled to welcome new funded partners to the United Way family this year - Black Lives Matter NB, St George & Area Food Bank, Fundy Regional Dial-A-Ride, and the Multicultural Association of Sussex. We are excited to hear the amazing stories of transformation from the work they are doing in community.

One of the highlights of my year was offering a mentoring program to all non-profit Executive Directors in our region; allowing us to continue strengthening our critical non-profit sector. A strong non-profit community is a win for everyone who lives in Saint John, Kings & Charlotte and we will continue to provide education and support to those on the front lines of leadership.

Once again, our amazing donors showed their local love through generously donating to our mission and vision, and our volunteers displayed excellence within our board, cabinets, workplaces, events, and more. We simply could not do any of this work without your continued support.

As we all work together, united, in this year ahead, I am confident that Saint John, Kings & Charlotte will hold a place of pride and achievement for the people who live here, and that we will continue to be a welcoming home for many who seek a better future.

COMMUNITY PRIORITIES



Kids

1 in 5 NB children live in poverty

16% Children do not have the skills necessary to start school

50% Grade 6 to 12 students indicated symptoms of depression or anxiety before COVID-19



Poverty

1 in 8 NB households are food insecure

26% Adults in NB with reading comprehension level below grade 2

36% Residential housing costs increased by 36% in 2021 over the previous year.



Community

1 in 5 New Brunswickers face a mental illness in their lifetime

19% New Brunswickers spend 19% of their budget on transportation.

30% Women report being a victim of sexual assault at least once since the age of 15

FUNDED PARTNERS

- ● Ability New Brunswick
- ● Bee Me Kidz
 - BGC Greater Saint John
 - Big Brothers Big Sisters Saint John, Inc.
 - Blacks Harbour School
 - Charlotte County Alternative Transportation
 - Family Plus Life Solutions
- ● First Steps Housing Project, Inc.
 - Milltown Elementary
 - New Brunswick Youth Orchestra, Inc.

- ● Outflow Ministry, Inc.
 - Saint John Community Loan Fund
- ● Saint John Learning Exchange
 - Saint John Learning Exchange GOALS Program
- ● Saint John Women's Empowerment Network
 - Second Stage Housing, Inc.
 - Sophia Recovery Centre
 - Teen Resource Centre
- ● YMCA of Greater Saint John



All That Kids
Can Be



Healthy People,
Strong Communities



Poverty to
Possibility

COMMUNITY WORK

- Stories of the City
- Non-Profit capacity building
- Coaching skills workshop
- Executive Director mentoring
- Board matching
- Funded Partner support

- United for Success Awards
- Board Governance training
- Strategic planning grants
- Black Lives Matter -Youth Outreach
- Food in School Grant
- Juanita Black Video

Deb & Kellan, matched 5-yrs ago as an in-school mentoring match through Big Brothers Big Sisters, switched to community-based when Kellan went to middle school 2-yrs later.

Kellan shares "I was a very quiet kid in grade 2 & Deb helped me speak more."

Deb agrees "Kellan has prospered into a communicative, funny, kind, caring, energetic 11-year old willing to try just about anything. It has been magical seeing change from the timid, shy, soft-spoken child to the confident, creative, self-expressive pre-teen with abilities constantly evolving."

Kellan's mom shared "When matched, we knew it was perfect as they are 2 peas in a pod. Deb is so open to listening & giving Kellan a voice that Kellan has gone from a very quiet, shy girl to a confident young woman, comfortable saying what she wants & needs."

Kellan has developed a keen sense of giving & volunteering through Deb's influence and Kellan feels that Deb will always be in her life in some capacity, although she already understands that it may change over time.



Kids

Helping children and youth reach their full potential



2021 Highlights

49

49 youth with a mobility disability were supported to create action plans for post-secondary success

358

Kids benefitted from a mentoring relationship

119

youth had support to complete high school and move onto education and employment

31

Youth obtained their adult high school diploma.

104

Children in Charlotte County improved academics through tutoring and summer and afterschool programs

807

Youth participated in afterschool and summer programs

87

Parents and kids from the north end had access to childcare, pre-K and parent programs

238

Youth built resiliency through a daily orchestral program

"My name is Michelle and I am in the Power Up program at the Women's Empowerment Network.

During the second week of our program we did a Personal Asset Mapping activity where we were instructed to write our strengths and positive attributes on a chart. I was hesitant because I didn't consider myself capable or aware of who I was as a person. I thought of myself as just a mother of three children. But I underestimated myself and I shouldn't have.

Seeing the assets and strengths that I have truly amazed me. I have suffered with low self-esteem and I am currently trying to improve my connection with myself. The Asset Mapping activity impacted my mindset profoundly. It expanded my outlook on my full potential.

I realized I have had these assets and qualities this entire time; I just had to accept and acknowledge them."



Poverty

Moving people from poverty to possibility



2021 Highlights

69

young women and their babies has support, housing, educational and health services

113

Individuals secured full or part-time employment

49

women participated in training to build entrepreneurial and business skills to lead to employment

383

Individuals had support to reach their educational and employment goals

48

Individuals were supported to find safe and affordable housing.

53

women attended programs to build self-esteem, leadership and stress management skills

It was an innocent question from staff at the Saint John YMCA as they welcomed four-year-old Mary on the first day of the Y's pre-Kindergarten program.

"Do you colour at home with your mom?"

Mary's answer is something the staff member with her will never forget.

"No," Mary replied, "we don't have crayons at home."

The little girl came from a neighbourhood with a 90 per cent poverty rate. Something most of us take for granted – a box of crayons – is something Mary most looks forward to when she comes to the pre-K program.

The program at the Y's Early Childhood Hub-North came at no cost to Mary's family and is designed to give youngsters and families from the city's most vulnerable neighbourhoods the tools they need to help end the cycle of generational poverty.

Thanks to the United Way and the generosity of its donors, this is more than a school readiness program – it is a program these children and families need.



Community

Building strong communities



2021 Highlights

5484

314 individuals from Charlotte County accessed 5,484 rides to employment, education and services

16

families were supported to improve physical and mental health, employment access to other supports

219

women had support and mentoring to maintain their recovery from addictions

559

Parents & children participated in a weekly Saturday program to improve social and emotional skills

78

had the support they needed to break the cycle of intimate partner violence

2184

365 individuals had access to 2184 subsidized counselling sessions

United for Success

In the Fall of 2021, United Way Saint John, Kings & Charlotte partnered with Emera to launch a new pilot program to help individuals overcome barriers to pursuing post-secondary education.

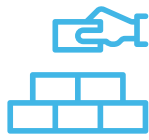
The "United for Success Awards" are helping youth and adults to build better futures. With the support and facilitation of three United Way funded partners - Teen Resource Centre, Saint John Learning Exchange, and First Steps - 11 individuals received an award valued at \$500-\$2,000 each. A total of \$14,450 was granted.

These awards eliminated barriers such as purchasing books, transportation, childcare, computers, etc. and are allowing 11 people to begin a new journey into post-secondary studies and creating new possibilities for themselves and their families.

This is building a strong future for generations to come.

This is REAL change.

This is your United Way.



Building Strong Futures

Creating firm foundations for long-term success



2021 Highlights

41

board members and Executive Directors participated in board governance training

150

volunteers helped us raise \$17,000 at Area 506

20

non-profit staff acquired coaching skills through a 4 week training program

19

funded partners worked with us to improve their outcomes measurement.

17

United Way board, staff and volunteers participated in unconscious bias training

2

provided strategic planning grants to two non-profits

11

Individuals received United for Success Awards to help remove barriers to attending post-secondary education

2

Non-profit Executive Directors benefited from mentoring

| \$1.66 MILLION RAISED IN 2021

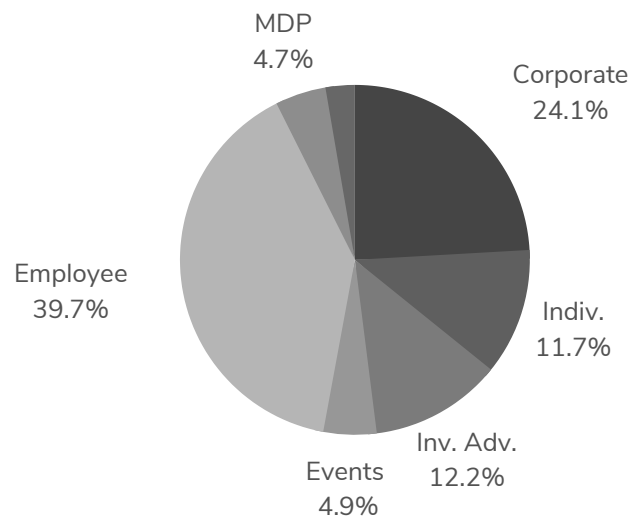


"I have seen first-hand and heard amazing stories of individuals and families who have had their lives transformed through the work of the United Way. It has been truly inspiring to be part of a campaign that creates such transformation.

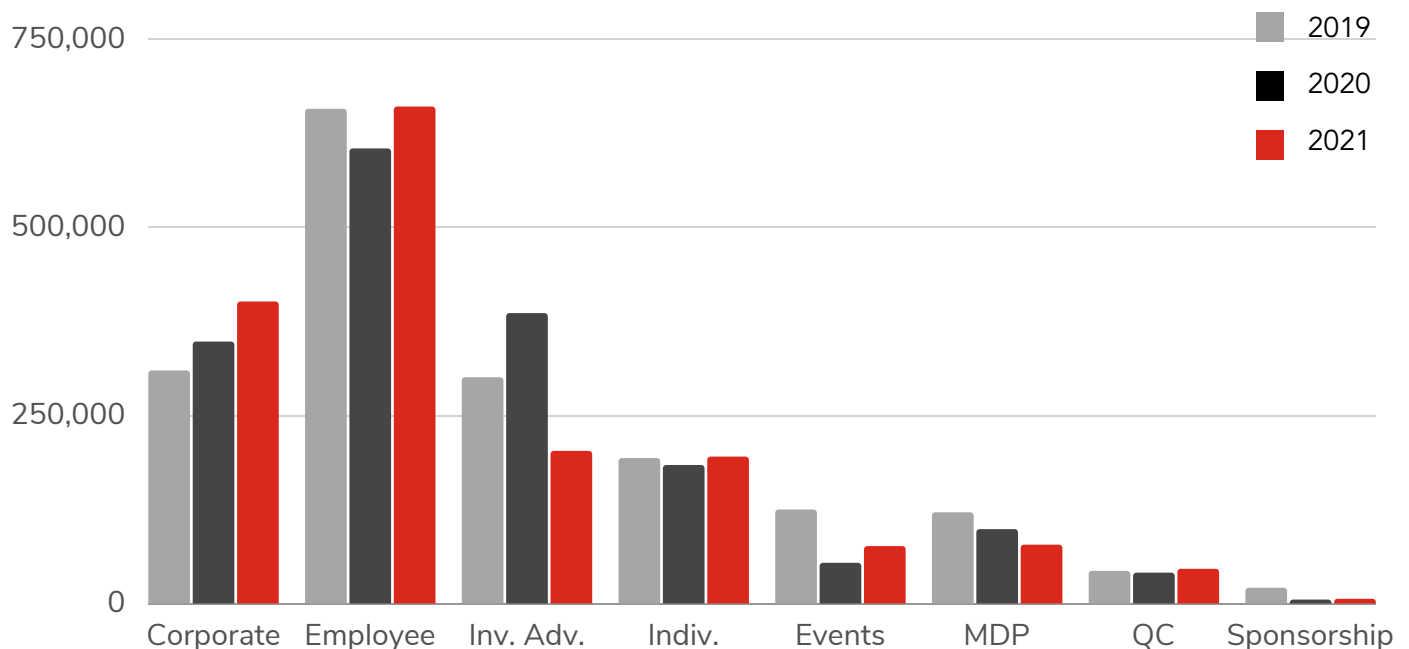
Being two years into a global pandemic presented challenges to our region. But in true Maritime spirit, our community remained steadfast and strong. Your support of the United Way strengthens organizations and programs, helping those who need it most and creating solutions that break down barriers to brighter futures. It has been my privilege to serve as this year's campaign chair."

2021 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, sponsorship & special events.



YOY Donations by Program



OUR TOP SUPPORTERS

Over 3,000 individuals, businesses, foundations, and unions supported our 2021 campaign.

Top 20 Employee Giving

TD Bank Group	\$100,650
J.D Irving Ltd.	\$53,390
City of Saint John	\$53,300
NB Power	\$51,891
CRA-ARC	\$40,744
Bell Canada	\$37,859
Bank of Montreal	\$21,084
Costco	\$20,878
Saint John Energy	\$13,396
Mariner Partners Inc.	\$12,437
Social Development	\$12,269
Fisheries & Oceans	\$11,707
Scotiabank	\$11,279
Federal Retirees	\$11,234
ASD-S	\$11,075
Wyndham	\$10,911
Innovatia Inc.	\$10,503
Royal Bank	\$10,316
Fluor	\$8,158
UNBSJ	\$7,994

Top 20 Corporate Giving

Saint John Energy	\$63,396
TD Bank Group	\$42,790
Crosby's Molasses	\$26,500
Scotiabank	\$22,275
Royal Bank	\$18,000
Emera New Brunswick	\$15,000
Canpotex	\$15,000
Moosehead Breweries	\$15,000
Bell Canada	\$14,359
Mariner Partners	\$13,537
Costco	\$12,564
Source Atlantic & OSCO	\$11,028
Stewart McKelvey	\$8,500
CIBC	\$8,000
Liberty	\$6,856
Canada Life	\$5,836
Sisters of Charity	\$5,000
Regency Tower/Hazen	\$5,000
Bayview Credit Union	\$4,629
Saint John LNG	\$5,000



Investment Advisor Service \$10,000 - \$50,000

Christofer Foundation
Saint John Energy
MacMurray Foundation
Pannell Foundation
Canpotex
RL Holding Inc
Potash Corp

Leaders of the UW \$1,200+

127 Leaders of the Way
donated \$328,554 in
2021.

OUR AFFINITY GROUPS

Within United Way, groups of like-minded people are inspiring their peers to make a difference. Together, we are more than the sum of our parts. Together, we can change the world.



\$10,000 annual gift

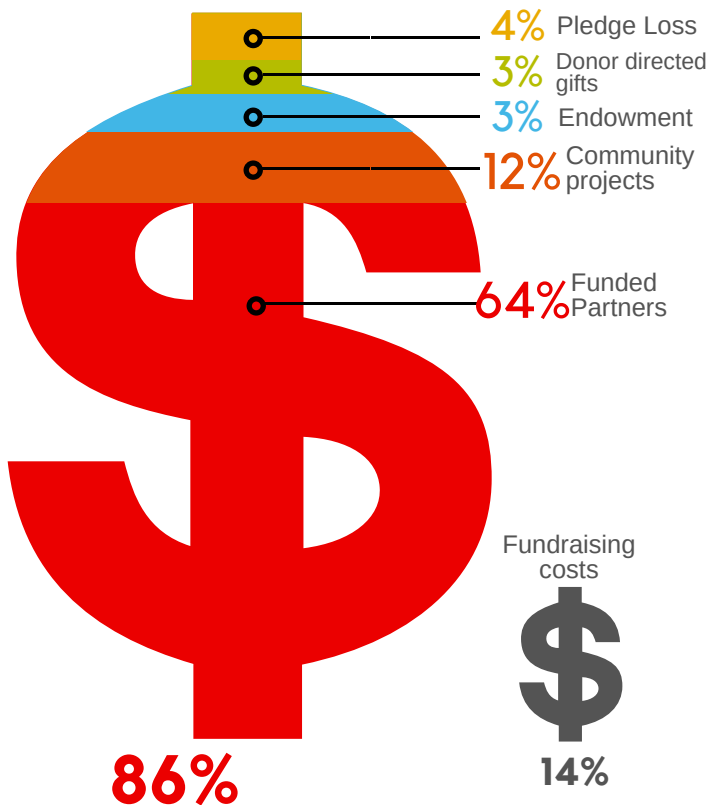
Vision Coaching
Hemming House Pictures
Domino's
Scott McCain
Sunny Corner
Teed Saunders Doyle
Mrs. Dunster's/Kredl's
2 Anonymous



\$2,500 annual gift

McGill's
Impact Wealth
Jake Palmer
Roots to Branches
Fitzpatrick Wealth
CC Goodwin Consulting
Pomodori
Fundy Fencing
Krista Wetmore
Linda MacDonald
Jamie Murphy
Kindred Homecare
Foghorn
Chris Bourque
Higgins Insurance
Canada Home for Rent

2021 Community Investments



| 211 NEW BRUNSWICK

211 is a free, confidential service that connects people quickly to critical government, social and community supports. Phones are answered 24/7, 365 days a year, in 170 languages through interpretation service. Life can be hard but finding help doesn't have to be.

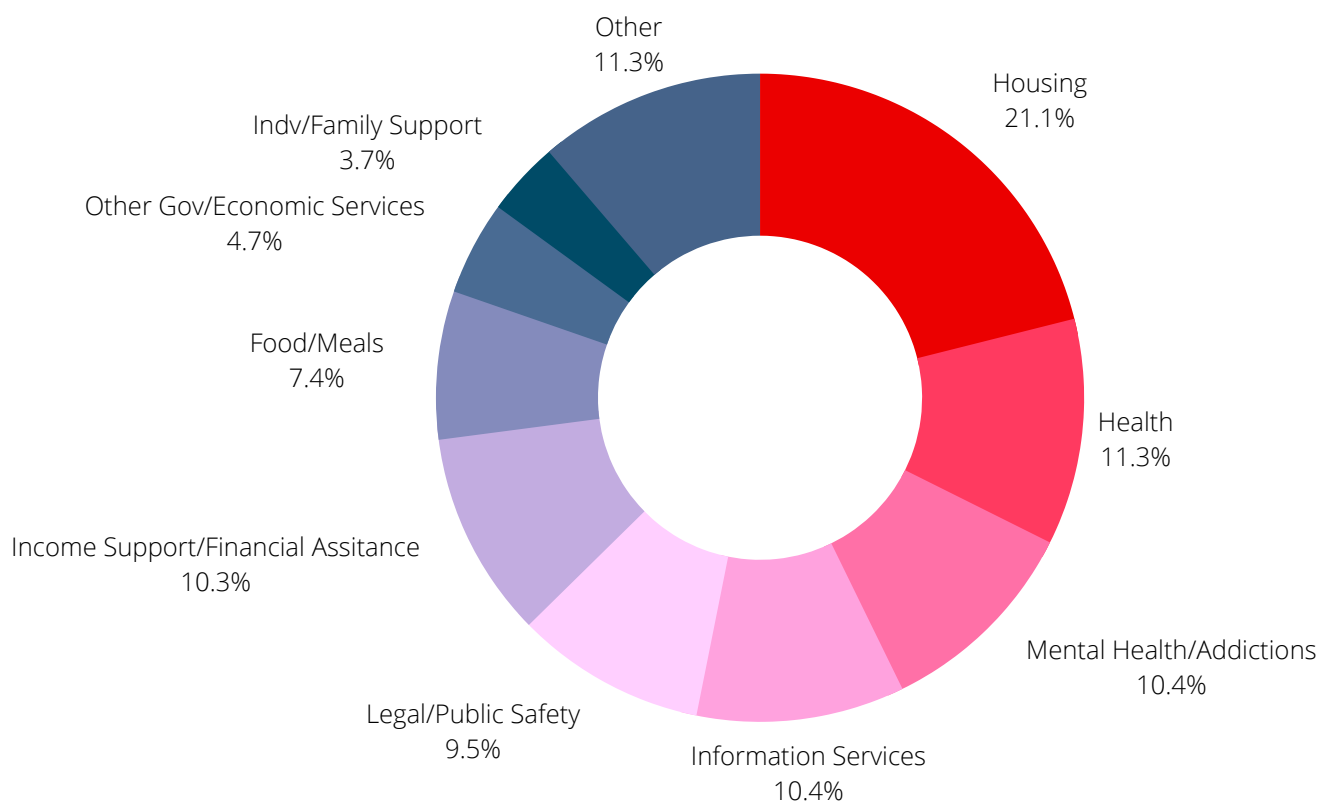


11,079

Calls for Assistance

7,739

Needs Identified



UNITED WAY TEAM

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



Alexya Heelis
Executive Director



Sheila Comeau-Oldfield
Finance Manager



Gina Carter
Admin Support

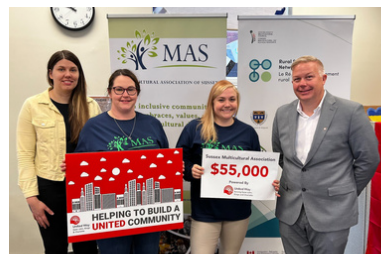


Jo-Anne Renton
Resource Development
Manager



Ben O'Neill
Relationship & Development
Officer

OUR FUNDED PARTNERS



FINANCIAL STATEMENTS

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



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Saint John, Kings
& Charlotte

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Charitable Number: 11927 8190 RR0001
