



2017-2018 Annual Report

United Way Saint John, Kings & Charlotte

Message From Our Chair

I was recently asked to give a talk about who and what the United Way 'is' from my perspective. It seemed a straight forward task, but I discovered it was easy to describe *why* we do what we do, but in order to explain the *who* or the *what*, clarity on the *how* was crucial. United Way **helps our communities raise great kids without poverty**, but how?

The United Way of Saint John, Kings & Charlotte has been innovative in its approach to creating strong communities. We have changed our funding model to increase our impact and prove to donors that we are their **best** return on charitable investments. As a consequence, we have also seen a demonstrable improvement in how our funded charities operate and innovate.

How we operate: Fundraising – our engagement with donors is critical to solving social issues. If we are fundraising, then the charities we support can actually focus on helping their clients. Before we ask for money, we ensure our donors understand the issues. Engaged donors expect outcomes, and we **deliver**.

How we Fund: We create a list of community initiatives and projects that make a measurable difference in the lives of youth, women and 'focus' neighbourhoods. We have a rigorous review process that can align organizations to magnify their outcomes without necessarily requiring more investment dollars. We identify and invest, in community organizations that address difficult social problems most effectively.

Sample of the issues: In Saint John's 'focus' neighbourhoods, too few teenagers graduate on time and even fewer go on to post-secondary education. These kids are raised by parent(s) who did not experience educational success or employment. United Way is funding an excellent charity which has the skills to help teens set goals, pick the right high school courses, and coaches them through the intimidating post-secondary application process. **Measurable Result:** In 2017, 12 of the teens earned over \$112,000 in scholarships and bursaries. Most of these kids were the first in their families to even finish high school, let alone, attend post-secondary education.

So much more than \$: Our United Way helps companies understand what they have to offer and how they can make a meaningful difference in our community. A few examples are: we matched RBC and our Purpose Team with youth to help with interviewing skills and budgeting. We also helped teens earn summer jobs with Saint John Energy. **The outcome** - our young people gain inspiration, confidence, and tangible skills, **and** our businesses improve employee engagement, enhance workplace culture and find quality employees!

So so so much more than \$: Being proud of individual initiatives was not enough. We needed to know if we were having the impact our donors and community we serve. We partnered with Ernst & Young to understand 2 major priorities (1) investigate the efficacy of afterschool programs for low income children and (2) develop a modern approach to breaking the cycle of domestic violence. These strategic projects cannot be done by just supporting one charity at a time. We are working with the groups in these sectors to make their current good work even more effective and cohesive.

We use our experience and knowledge of what works to **unite** people and companies who care with the best possible **way** to help. That is my United Way!

Board of Directors

Christine Hanlon, Chair
Jason Swallow, Treasurer
Christine Comeau, Vice Chair
Sheri Coburn
Blair Hyslop
Leslie Magee
Laurie Gale
Derek O'Brien
Allan Gates
David Alston
Jim Ramsay



Christine Hanlon
Chair, Board of Directors

Making a Difference



What is TRC? It is a place teens go to, to hang out after school out and have fun. People say, "Oh, like a community centre?" What they don't understand is that it's so much more than a community centre, it's a second home. A place where you can express your interests, whether it be music, technology, baking, sports, outdoor activities. It's got something for you.

What is the TRC to me? It is a support system where I can look into the stands of my basketball, rugby, swimming and see my own little cheering section. Where I am always be greeted with smiles. I can go and just talk about all the bad and somehow Letti will bring me to the realization that there's good in everything. A place where I can find homemade Oreo sprinkle squares sitting in the back of our refrigerator. Where new staff is constantly surprising us. Or I can go downstairs to find more staff and volunteer tutors to help with any question I could ever imagine.

So I guess the real question is what isn't TRC to me or any other teen? That's an answer you won't get. Why you might ask? Because that answer doesn't exist.

Adreya, TRC Participant

Great Outcomes

Last year we proudly announced that 81% of targets set by our funded partners (our social investments) were met or exceeded. The bar was set high and this year we exceeded our own expectations, 91% of the targets set by 18 funded partners were met or exceeded! For the first time we also have results 3 years post-program.

Some examples:

88% of 846 low income workers achieved their counselling goals

99% of children in Milltown and Black's Harbour improved or maintained literacy over the Summer months

Three youth serving organizations began tracking whether the youth they support had post-secondary and employment plans. 80% of 200 youth who have challenging home lives have post-secondary education plans in place!

70% of women who left domestic violence are economically self-sufficient three years after leaving Second Stage

87% of families achieved their goals to take next step programs with the support of a family support coordinator in Sussex.



**91% of 96 targets set by 18 Funded Partners
were achieved or exceeded!**

Message from Our Executive Director

2017/2018 was a great year for our United Way and our communities! We invested more than ever before because of the community's incredible support! Together, we are changing lives locally!

A few years ago we began to imagine a modernized United Way. We built on our greatest strengths (our funding review process) to achieve the best possible social outcomes for our community.

A highlight from this year and great illustration of new type of partnership was the Million Dollar Pledge. Within 3 months, \$800,000 was pledged from every corner of our region by company leaders who want to make a profound difference in the lives of children and youth. Thank you to Dave Veale for this inspired concept! Million-dollar pledges are now being developed in Moncton, Halifax and Prince Edward Island.

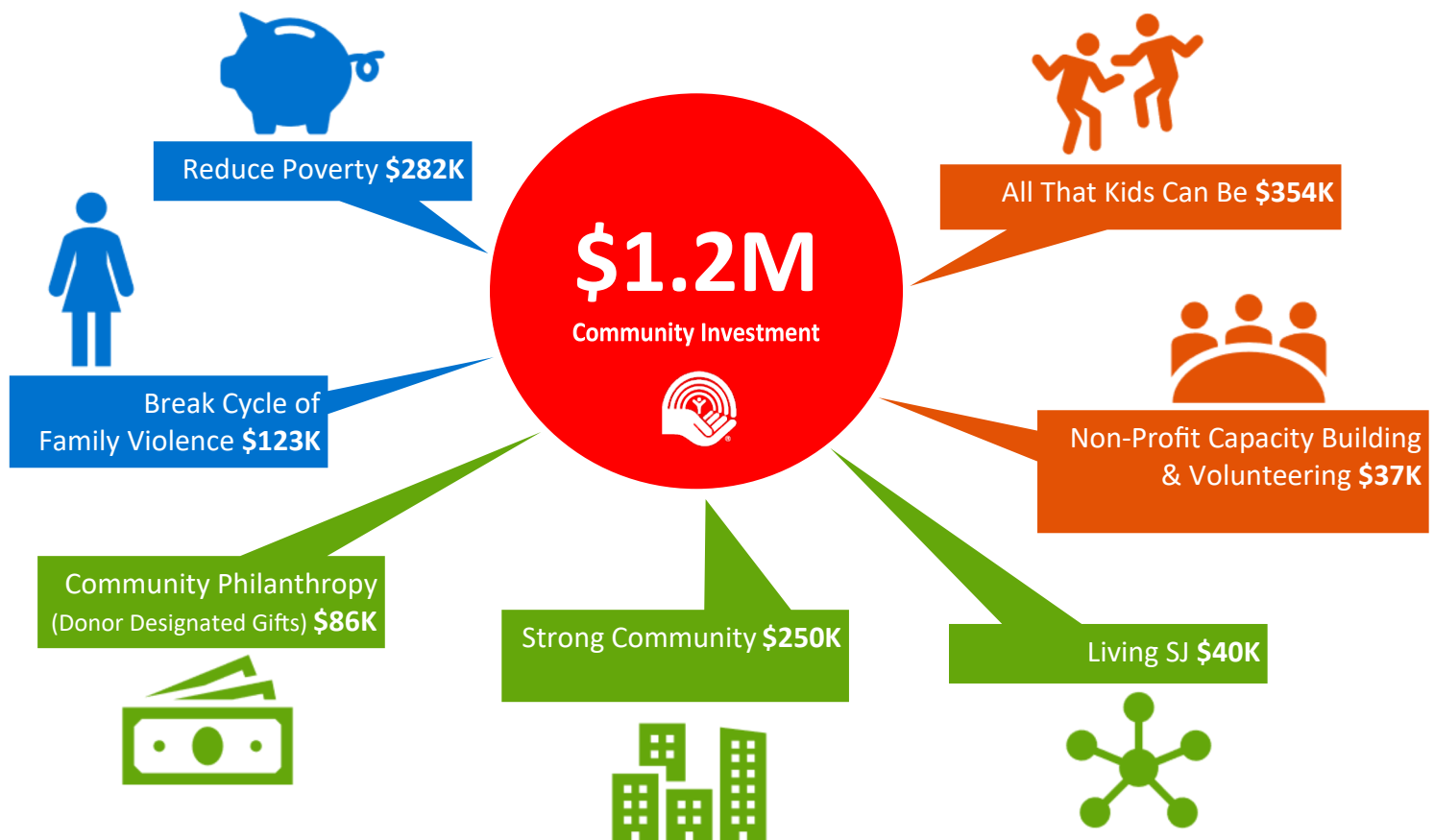
I would like to thank and acknowledge three special volunteers who made this year one of our best. Thank you to Blair Hyslop, Campaign Chair and Board member. Despite an incredibly busy year with his companies, Blair worked tirelessly to bring Sussex perspectives to our board and eagerly joined the Million Dollar Pledge. Christine Hanlon, our Board Chair, offered her wisdom and enthusiasm for our mission, she has left her imprint on our United Way.

I am also so very pleased to work more closely with Derek O'Brien as our incoming Board Chair. Derek's wisdom and deep roots in Charlotte County will further strengthen our relationships throughout our region.

Wendy MacDermott
Executive Director
United Way Saint John, Kings & Charlotte



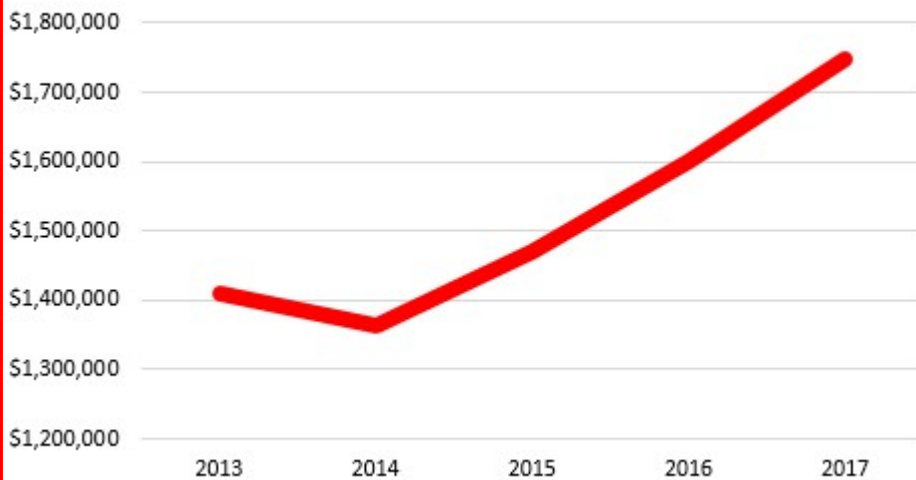
Community Investments





Key Performance Indicators

5 Year Campaign Growth



Trends

- Campaign has increased 24%
- Since 2014, Campaign has grown 30%, approx. \$100K annually.
- 13% of donations come from Leadership (\$1,200+) donors.

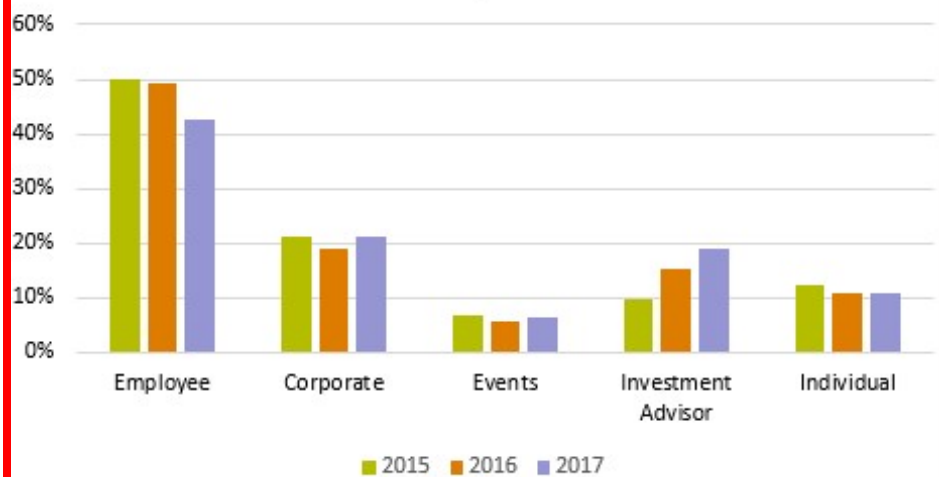
"I support the United Way because they are the experts. They are intimately in touch with the needs in my community. Through their knowledge and research, they are excellent stewards of my donation."

~Korey Nixon, Leader of the Way

Biggest Successes

- Investment Advisor Service raised \$340K .
- New United Way / Saint John Energy CSR Partnership raised over \$50k.
- Launched \$1M Pledge—\$800K commitment over 10 years.

Funds By Source



Funding by County

5% Kings County

51% Saint John

13% Charlotte County

31% Serve All Three

United Way Saint John, Kings & Charlotte

2017 Investments

3% Pledge Loss

Pledges that are not fulfilled, usually due to donors leaving a workplace.

16% Fundraising Costs

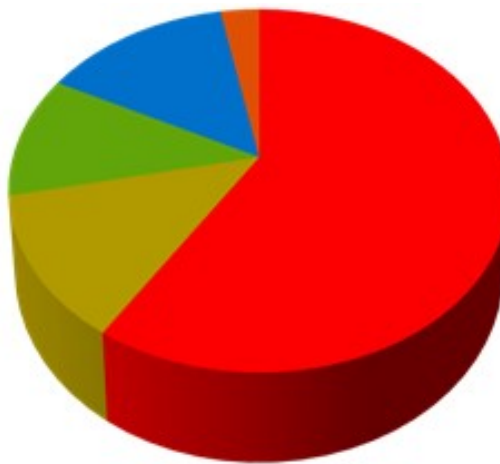
Includes salaries, printing, postage, rent, audit, etc.

8% Other Charities

Donations designated to a non-profit not funded by United Way.

14% Community Building

Living SJ, Paving the Way, Between the Bells, Charlotte County Coaching, Thrive, and non-profit leadership development.



59% Grants

Big Brothers Big Sisters	\$70,000
Charlotte County Literacy	\$70,000
Family Plus	\$75,000
First Steps	\$100,000
Fundy Transition House	\$35,000
Grand Manan BGC	\$20,000
New Horizons	\$30,000
North End Connector	\$52,000
Outflow	\$40,000
SJ Community Loan Fund	\$65,000
SJ Boys & Girls Club	\$55,000
SJ Learning Exchange	\$75,000
Second Stage Safe Haven	\$47,730
Sistema	\$50,000
Sussex Dial-a-Ride	\$15,000
Sussex Wellness Network	\$45,000
Teen Resource Centre	\$41,000
Women's Empower. Net.	\$50,000

Our Mission & Values

Mission

To provide responsible leadership by identifying and addressing the needs of the community in order to effectively unite people, volunteers, and service providers and to build a stronger, self-sufficient community.

Values

- Provide non-partisan leadership in social change
- Endorse innovation, partnerships and collective action
- Encourage and promote volunteerism and volunteer leadership
- Demonstrate trust, integrity, transparency, inclusivity, and respect
- Embraces diversity



United Way Saint John, Kings & Charlotte STRATEGIC OBJECTIVES

2018-2020

IMPACT



Invest.
Influence.
Leverage.

RELEVANCE



Leader
in Local
Impact

REVENUE



Inspire.
Connect.

Success Story



I've been through a lot in my life that has made me who I am today. I went through a couple of relationships that were physically and mentally abusive which took over my life. I gave up on myself and had no motivation, self-esteem, no self-confidence at all. I was always hard on myself didn't think I was good at anything, that I had any strengths or qualities whatsoever.

My worker told me about a program called power up and that I should look into it. I gave it a try, put in an application and was accepted. The first day of power up my nerves were going crazy, next thing you know I was in the washroom throwing up. I had to call in sick on my first day. I was very disappointed. The first day I walked into that room, I was so shy and nervous it took a few weeks but I started to open up and talk a bit more. It was so hard for me to find the good strengths and qualities that I have cause I was so used to focusing on the negative. Once I pushed to find and see the positive qualities I had it all started to fall into place. I realized that I have a voice and what I say and feel really does matter.

I felt the Power Up Program was more motivation for life. At this point I knew I could do whatever I wanted to do as long as I put my mind to it. All I want to do now was move forward and achieve my goals.

A few months after power up I got a full time job – have full benefits and am happy.

Amanda, Power Up Participant

Corporate Partners

Corporate & Employee Giving

Diamond \$25,000+

TD Bank Group
Crabtree Foundation
City of Saint John*
Xerox Canada Ltd.
J.D. Irving Ltd.*
Saint John Energy*
NB Power*
Christofer Foundation
Bell Aliant*
Canada Revenue Agency*
Potash Corp
Mariner Partners
Bank of Montreal
The Owens Family Fdn
MacMurray Foundation
Royal Bank
Costco
Crosby's Molasses Co Ltd.

Platinum \$10,000+

Fluor Canada
Deloitte
Scotiabank

Horizon Health Network*
Enbridge Gas*
Moosehead Breweries Ltd.*
Federal Retirees*
NBCC*
Enterprise Rent A Car
Ernst & Young
Department of Social Development*
UNB Saint John*
Wyndham Worldwide
Spartan Systems
Vision Coaching
Hemming House
Porpoise
InteliSys Aviation Systems
Teed Saunders Doyle & Co.

Gold \$5,000+

Irving Oil Ltd.
ANBL*
CIBC
Stewart McKelvey
Innovatia Inc.

Anglophone School District South*
Stantec Consulting Ltd.
Fisheries and Oceans*
Intact Insurance
Family Plus Life Solutions
Freedom 55
PriceWaterhouseCoopers
Bayview Credit Union
Great-West Life
Energy & Utilities Board
OSCO Group Services Ltd.
Veterans Affairs Canada*
Adams Green
Public Services & Procurement Canada*
Hazen Investments

Silver \$2,500+

PepsiCo.*
Canada Border Services*
Saint John Port
Service New Brunswick*
Bayview Trucks

Saint John Transit*
Emera Nova Scotia
Sobeys Foundation
Mitchell McConnell Insurance
Facilicorp NB*
Angus-Miller Ltd.
Ford Motor Co.*
The Shaw Group
United Way SJKC*
Terrapure
Hewitt Rentals

An additional 17 businesses & organizations donated over \$1,200.

***Unionized Workplace**



United Way
Saint John, Kings
& Charlotte