



2018-2019 Annual Report

United Way Saint John, Kings & Charlotte

Message From Our Chair

2018-2019 was a year of great success for United Way in Saint John, Kings and Charlotte Counties. We raised the most funds ever, we invested the most ever, and we forged many new partnerships. We achieved these great accomplishments at a time when our economy is not as strong as we would like and when there is more competition than ever for scarce funds.

I attribute our success to several key factors including people committed to making a difference and trusting relationships in our communities. First of all, you - our volunteers. We have many names for you: volunteers, donors, 'ECC's, partners, chairs, pledgers, committee members.

A special thanks to our Campaign Co-Chairs, Dave Veale and Greg Hemmings, who had a really challenging order to fill - to raise more money after 5 years of record breaking success. Not only did they beat their goal, they are only getting started and will be Co-Chairing the campaign again next year. Yet another first for our United Way. I would also like to thank my colleagues at the Board for setting our culture. We have a performance culture with very high expectations of ourselves, our organization and yes, our communities. For those we are here to serve we must always strive to do better. Thank you to our Investment Committee, led by Linda MacDonald, who spend hours agonizing over applications so the United Way can optimize every single penny you entrust us to donate on your behalf!

Our dedicated staff are essential to our success. The leadership of our Executive Director radiates throughout the entire team and they are truly dedicated to serving the people of our region.

In the Executive Director report, Wendy will share a few examples about how we are living our promise throughout the region. As a life-long resident of Charlotte County, I can tell you, I see a difference. With fewer resources, rural communities have to be selective about how we spend our time and money and the United Way helps us bring ideas from elsewhere and share our homegrown solutions. The United Way is deeply committed to local. This past year we have also worked with our sister United Ways in Atlantic Canada to find ways to leverage our respective strengths to do an even better job right here in our backyard.

Thank you for sharing your #locallove!

Derek O'Brien
Chair, Board of Directors

Board of Directors

Derek O'Brien, Chair
Allan Gates, Vice Chair
Jason Swallow, Treasurer
Sheri Coburn
Tina Estabrooks
John Fitzpatrick
Laurie Gale
Christine Hanlon
Blair Hyslop
Leslie Magee
Amy Lynn Patterson
Jim Ramsay



Making a Difference



I am six years old, I started coming to the Club last fall and had a really hard time. I was angry and did not trust anyone. The adults were telling me what to do and the other kids were annoying. I was so mad one day I lost it and Tina tried to calm me down. I did not mean to but I hit her in the head. I could not believe it, instead of yelling at me or kicking me out (like I wanted), Tina was glued to me. She was like a magician, some how she could tell when I was getting mad. She helped me see what she saw so I could know when I was getting mad and she would tell me what I could do instead. This is called self control and emotions. I would feel like a pop can when you shake it and Tina helped me figure out how not to shake the can. We just had a big party where the Club gives prizes and I got the Turn Around Award. This award is for a kid who makes a lot of good choices. I won this! The biggest thing I learned is that it is a lot easier to make friends when you are not kicking and screaming, and you make different friends, nice friends.

"Tyson", Boys & Girls Club

More success stories available at unitedwaysaintjohn.com/stories/

Great Outcomes

93% of 98 targets were achieved or exceeded!

See examples of these outcomes below:

- **91%** of children in **Blacks Harbour School's** summer camp improved their reading over the summer
- **140** new children were matched with a mentor through Big Brothers Big Sisters
- **90%** of children in **Milltown Elementary's** summer camp maintained or improved numeracy over the summer
- **744** low income clients of **Family Plus** achieved their counselling goals
- **88%** of young moms at **First Steps** advanced one grade level
- **93%** of children participating in New Horizons had fewer behavioural issues
- **13** low income individuals received critical dental care through **Outflow Dental**
- **47%** of **Outflow** clients set goals and have made progress toward greater stability
- **62%** of moms from **Milltown's Power Up** program are now working or attending school
- **77%** of kids at the **Boys & Girls Club** believe they can do better and be better (Growth Mindset)
- **13** women began micro enterprises with help of **Community Loan Fund**
- **91%** of learners at the **Saint John Learning Exchange** increased technical employment skills
- **18** women at **Second Stage** have left their abusive partner for 12 months
- **245** youth have built essential skills through orchestral training with **Sistema**
- **13** individuals are more stable and independent with help of **Sussex Family Support Coordinator**
- **100%** of grade 12 youth at the **Teen Resource Centre** have post secondary plans
- **85%** of Power Up participants at **Women's Empowerment Network** with education as a goal are enrolled in programs

Visit our website to see all 98 outcomes: www.unitedwaysaintjohn.com

Message from Our Executive Director

People from Saint John, Kings and Charlotte counties love where we live! Together we are making the struggles in our community unignorable. Once aware there's a problem, Maritimers can't help but become part of the solution! United Way helps people who want to be part of the solution, but don't know how.

For the third year running, our investments on your behalf exceeded our expectations and our performance targets...and believe me we set our sights high! 93% of 98 targets set by 18 funded partners were achieved or exceeded.

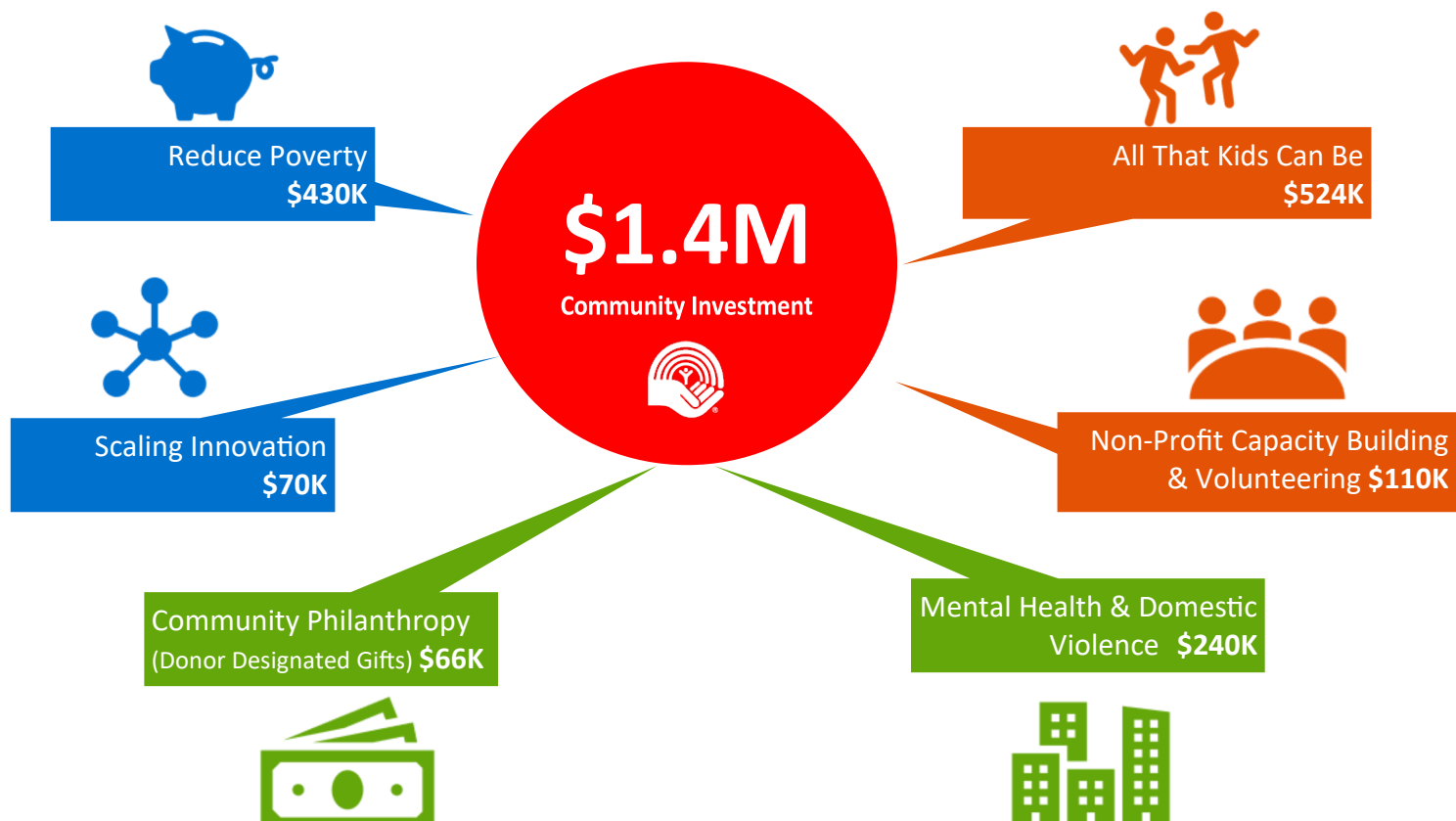
In 2018-2019 we decided that our greatest strength was our funding decision making and accountability process. We help address social challenges, we also help solve business problems by helping them invest their corporate gifts and employee engagement more strategically. The most obvious example is the \$1M pledge, now with 12 members and growing! We learned from local, medium-sized businesses that they felt they could not do 'CSR' or be strategic in their philanthropy. This past year we built the tools to take local businesses through a process to align the interests of owners, customers and employees with solutions in the community. Our 59 years of experience with hundreds of companies equips us to share many great ideas across companies and business sectors. For building on our core strengths and partnering with the business community in a new way, our United Way was awarded the *President's Award for Innovation* from United Way Canada!

I am most proud of how we have been able to increase programs and services. Innovation is found in each of our 3 regions. Here are a few examples: Power Up and Enterprising Women programs created in Saint John are now delivered in Charlotte County and Sussex. Summer Slide program, created in Milltown is now delivered in Black's Harbour and Saint John Boys and Girls Club is testing it with one of their uptown Summer programs. The Family Support Coordinator created in Sussex is now being tested in Milltown. When we see a program works, we replicate to help more people!

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

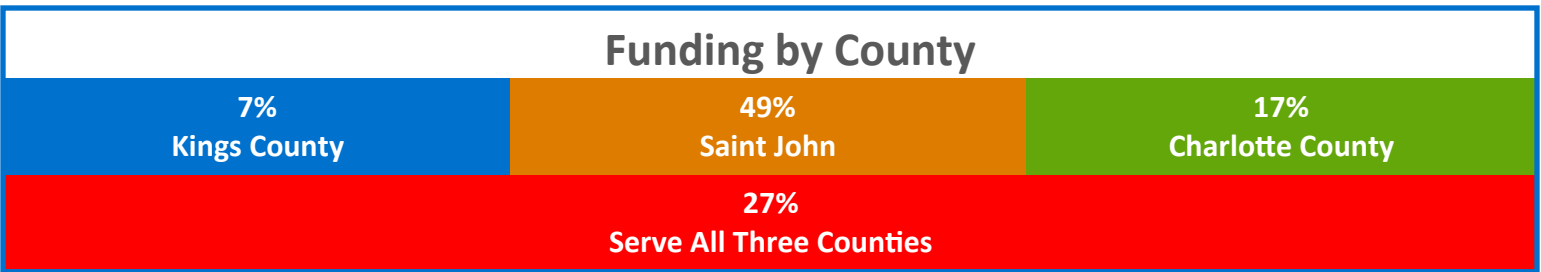
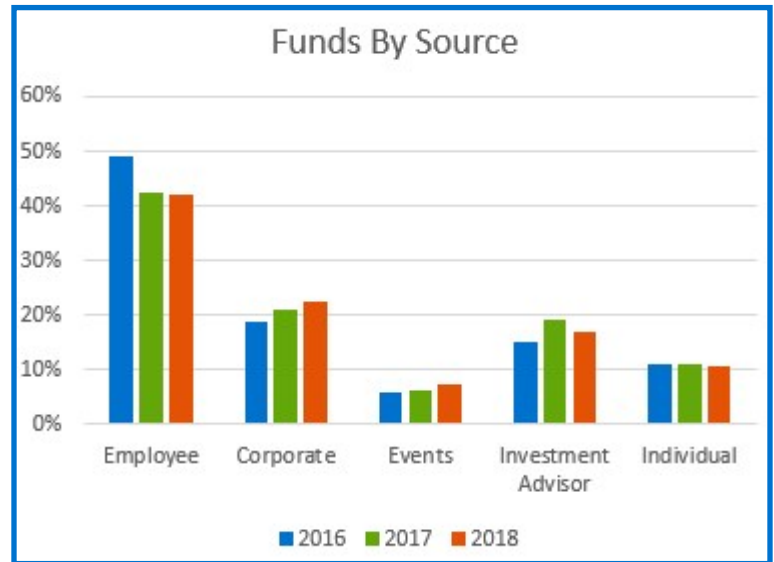
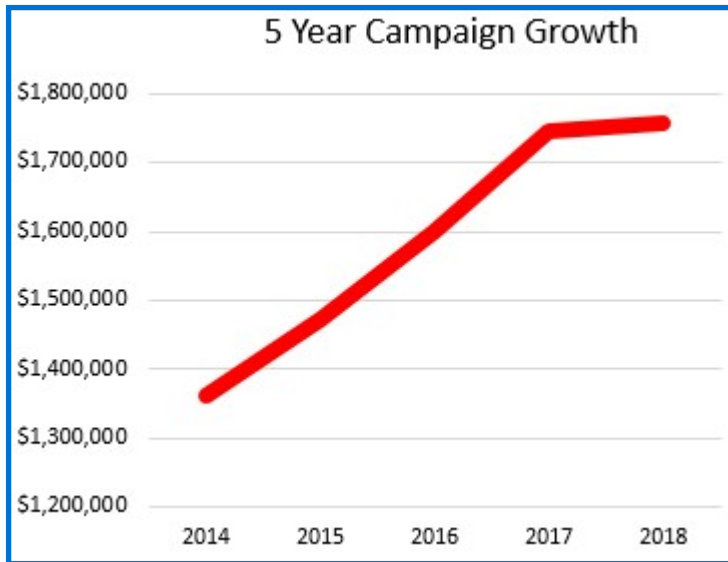


Community Investments





Key Performance Indicators



Community Projects

In working to live our “endorse innovation, partnerships and collective action” value, we are very active in a number of community projects:

- Training and support for non-profits through capacity building surveys and **Lunch and Learn** series.
- Bringing **specialized training** to our area: Coaching, mental health and Board Governance.
- **Living SJ**—Saint John’s poverty reduction strategy.
- Initiating a **Funders Forum** to share best practices amount other corporate and foundation funders.
- Piloting incentivized goal setting through our **Bridge to a Brighter Future**.
- Publicly demonstrating our impact with **Songs of the City** event.
- **Food Reimagined**—collaboration to improve access, preparation and delivery of food in schools.

Last summer we started to reimagine food in schools—exploring new ideas and partners that could lead to efficiencies and cost savings while ensuring kids are fed and ready to learn. We met with over a dozen stakeholders including Community School Coordinators, volunteers, and potential corporate partners. Shortly after we created a committee composed of ASD-S employees and local business members. After two working meetings, the group is exploring a single supplier and menu for all breakfast programs in 8 priority neighborhood Saint John schools. Our goal is to test and implement this new plan in September. We anticipate this solution will maximize existing resources, engage new partners and free up Community School Coordinator’s time. Simultaneously we were researching opportunities for similar efficiencies in the lunch program.

A special thanks to our project partners: Canpotex and ESIC (Economic and Social Inclusion Corporation).

2018 Investments

4% Pledge Loss

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

15% Fundraising Costs

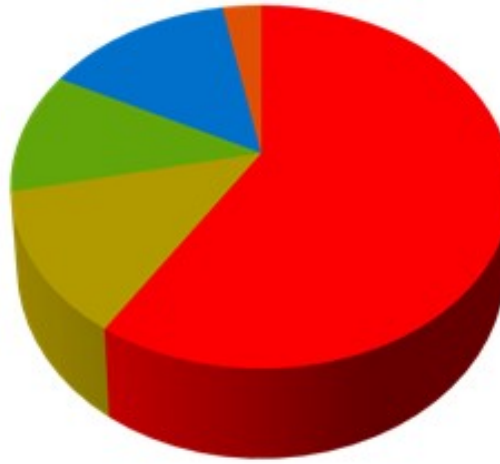
Includes salaries, printing, postage, rent, audit, etc.

5% Other Charities

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

13% Community Building

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



63% Grants

| | |
|--------------------------|-----------|
| Big Brothers Big Sisters | \$ 70,000 |
| Blacks Harbour Elem. | \$ 42,700 |
| Family Plus | \$105,000 |
| First Steps | \$100,000 |
| Grand Manan BGC | \$20,000 |
| Milltown Elementary | \$67,300 |
| New Horizons | \$15,000 |
| North End Connector | \$52,000 |
| Outflow | \$50,500 |
| Rural Lynx | \$10,000 |
| SJ Community Loan Fund | \$65,000 |
| SJCLF Enterprising Women | \$45,000 |
| SJ Boys & Girls Club | \$60,000 |
| SJ Learning Exchange | \$65,000 |
| Second Stage Safe Haven | \$47,730 |
| Sistema | \$50,000 |
| Sussex Wellness Network | \$43,000 |
| Teen Resource Centre | \$50,000 |
| Thrive | \$36,000 |
| Women's Empower. Net. | \$50,000 |

Our Shared Purpose



Our Vision

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



Our Mission

Ignite the desire in everyone to improve lives and build strong communities.



Our Values

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.

For more info and audited financial statements visit unitedwaysaintjohn.com

Success Story



I'm 'Olivia' and I'm 10. A few years ago, I got so tired of being picked on that I decided I would get them before they got me. I thought it would make me feel better. I started going to a ranch on the weekends where we got to do really cool things, but only if we were 'responsible'. I guess I understand, they can't really have kids shooting bows and arrows and riding horses if they're being bad. The first few weekends, the other kids got on my nerves so I showed them who was boss. I really wanted to be able to ride the horses and Katie really wanted me to be able to too! She helped me talk to the other kids nicer and showed me that I could take a walk if I was getting mad. Now I take 3 breaths and walk for 2 minutes and I usually forget why I was so mad. Obviously, horses are the coolest part, but, I've also done rock climbing, painting, graphic design. I think I want to do graphic design for a job when I grow up. I have not gotten in trouble since before Christmas at the Ranch and some of my new weekend friends have become school friends.

Thank You To Our Partners

Corporate & Employee Giving

\$25,000+

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

\$10,000+

Scotiabank
Pannell Family Foundation
Agrium
CIBC
Fluor Canada

Enbridge Gas*
Social Development*
Horizon Health Network*
Federal Retirees*
Moosehead Breweries Ltd.*
Irving Oil Ltd.
Anglophone South Schools*
NBCC*
Wyndham Worldwide
Spartan Systems
Teed Saunders Doyle & Co.
Mrs. Dunsters
Anonymous
InteliSys Aviation Systems
Vision Coaching
Hemming House
Porpoise
Canpotex
Domino's Pizza
Redleaf Foundation
Town Health Solutions

\$5,000+

Stewart McKelvey
Ernst & Young

Enterprise Rent A Car
Innovatia Inc.
Fisheries and Oceans*
Bayview Credit Union
Intact Insurance
Terrapure Environmental
Rogers Cable
ANBL*
Energy & Utilities Board
Great-West Life
Atlantic Lottery Corp
Stantec Consulting Ltd.
Worksafe NB
Freedom 55
OSCO Group Services Ltd.
Hazen Investments

\$2,500+

Family Plus Life Solutions
Public Services & Procurement Canada*
Mitchell McConnell Insurance
Veterans Affairs Canada*
Service NB*

Bayview Trucks
UNB Saint John*
Emera
Sobeys Foundation
Saint John Transit*
Saint John Port
ACOA
United Way SJKC*
Brierly Wennberg Fund
PriceWaterhouseCoopers
IBM Canada
The Shaw Group
PepsiCo*

An additional 25 businesses & organizations donated over \$1,200.

***Unionized Workplace**



United Way
Saint John, Kings
& Charlotte