



2019-2020 Annual Report

United Way Saint John, Kings & Charlotte

Message From our Chair

2019-2020 has once again been a year of great success and of new beginnings for United Way in Saint John, Kings and Charlotte Counties. With investments made to over 20 Funded Partner agencies throughout our region and a commitment to supporting our community partners through educational and relational opportunities, we are continuing to build a strong foundation for sustainable and positive impacts in our region.

As our name suggests, lasting impact takes a “united” effort and it is only through the dedication and efforts of our volunteers, staff, donors, and community that we are able to accomplish our goals for the people we serve.

We truly appreciate Dave Veale and Greg Hemmings, who took on the role of Campaign Co-Chairs for the second year in a row. I applaud your commitment to our region. Your drive and enthusiasm led us to a year where we were able to support a diverse range of organizations that fulfill the goals of our four pillars of change – poverty to possibility, helping kids be all they can be, breaking chains of domestic violence, and providing access to mental health solutions. The effects within these four pillars are the underpinning of real success for individuals and families in Saint John, Kings & Charlotte counties.

I would also like to thank my colleagues at the Board for establishing and sustaining our culture. We have a performance culture with very high expectations of ourselves, our organization and yes, our communities. For those we serve we must always strive to do better. Thank you to our Investment Committee, led by Linda MacDonald, who spend countless hours reviewing applications with an objective lens so that the United Way can optimize every single penny you entrust us to donate on your behalf!

Our dedicated staff are essential to our success. I wish to thank Wendy MacDermott for her 8 years as Executive Director. Wendy led the organization to embrace a model of accountability and community success that created a new level of transparency and impact; one that was beneficial to our organization, our donors, our partners and ultimately the people we serve. We are thrilled to announce the appointment of Alexya Heelis as the new Executive Director. Alexya took on the Interim role in November 2019 and has now accepted the full-time position. With 8 years of dedication to United Way Saint John, Kings & Charlotte, she has built very strong relationships within the communities we serve, and we are confident that she will bring great leadership in the days ahead. The entire team always give 100% to their efforts and although small, they are a mighty group with sincere commitment to improving the lives of the people in our communities. We are very appreciative of the work they do on behalf of our organization.

As we move ahead in 2020, we will continue showing your #locallove and being an agent of change and a sentinel of support in making issues #unignorable. We remain committed to building better neighbourhoods, better families, and better opportunities for everyone.

Board of Directors

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



Derek O'Brien
Chair, Board of Directors

Making a Difference



"I came to SJLE to better my life and stop being a burden on society. I wanted to stop relying on other people to get what I need. Coming here was one of the best choices I ever made. I set mostly academic goals and got them. I still want to get my licence (I'm doing drivers ed now), become a tradesperson and eventually go to university. Now that the GED is done I can focus on these other steps. The GED was the foundation I needed to build everything off. The last 7 months has been life changing. Everyone in my class was so supportive, respectful and uplifting. It's been a time and a half! I met with Worklinks and got a full time job. My long term goal is Botany. I want to make sure I have two skilled trades that I can rely on. While I was here I took Money Matters and got my First Aid and WHMIS. I'm currently doing post secondary coaching. In my future I see myself living comfortably with a nice house, a dog and a white picket fence surrounded by plants and nature."

Derrik, SJ Learning Exchange

More success stories available at unitedwaysaintjohn.com/stories/

Great Outcomes

82% of 133 targets were achieved or exceeded!

See examples of these outcomes below:

- **92%** of children in **Blacks Harbour School's** summer camp maintain/improved their reading over the summer
- **113** 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
- **239** low income clients of received subsidized counselling at **Family Plus**
- **72%** of moms are living independently with their child, 3 years after leaving **First Steps**
- **89%** of children participating in **Snider Mountain's New Horizons** program experienced sustained improved Growth Mindset
- **78%** of **Outflow** clients set goals and have made progress toward greater stability
- **86%** of Saint John women from the **Women's Empowerment Network** Power Up program are now working or attending school
- **92%** of kids who regularly attend **Boys & Girls Club** programs post-secondary education plans
- **21** women became attached to the workforce after attending the Enterprising Women program through the **Community Loan Fund**
- **89** participants in the WorkLinks program at the **Saint John Learning Exchange** secured employment
- **15** women at **Second Stage** left their abusive partner and are achieving the majority of their goals, and are accessing mental health or addiction supports.
- **214** youth have built essential skills through orchestral training with **Sistema**
- **57** individuals were helped to become more stable and independent through the **Kings County Family Support Coordinator**
- **100%** of grade 12 youth at the **Teen Resource Centre** have post secondary plans
- **71%** of women clients achieved sobriety at Sophia Recovery Centre.

Visit our website to see all **133** outcomes: www.unitedwaysaintjohn.com

Message from Our Executive Director

The musical adage still rings true: We all need somebody to lean on. Knowing at least one person cares about you can make all the difference. But what would it be like if your entire neighbourhood had a stake in your well-being? Now that's a community I want to live in!

United Way Saint John, Kings & Charlotte has been actively working to create that type of community. Along with stewarding and engaging traditional donor bases that include our individual, workplaces and corporate donors, we continue to build a culture of philanthropy among local business owners through our Million Dollar Pledge, new Quarter Club, and Investment Advisory services.

Knowing that local business owners truly understand and believe that the issues in our community are #UNIGNORABLE goes a long way in creating the neighbourhood we envision; where everyone has a stake in improving the well-being of their "neighbours". When one person rises, we all rise. Through the generous giving of business and individuals alike, people accessing supports feel the #locallove, they know someone cares, they are given an opportunity for positive change and a sense of hope for their future.

Our rigorous funding model and accountability ensures that the funds entrusted to us by the community are invested in programs that make a measurable difference. 90% of our 2018/2019 Funded Partners met or exceeded their targets. We are thankful for their dedication and efforts in creating environments where real change can happen.

I was very pleased to take on the role of Interim Executive Director for United Way in the Fall. I am grateful to my predecessor, Wendy MacDermott for her mentorship and leadership in creating an organization that allows for true community collaboration. I also wish to thank the Board of Directors for entrusting me to continue leading our organization and region into the future. After 8 years of working in this space of community/social advocacy and seeing the results that happen when we come together as a united and collective movement, I am confident we can achieve the vision where everyone has "somebody to lean on".



Alexya Heelis, Executive Director
United Way Saint John, Kings & Charlotte

Community Investments

United Way has four focus areas based on the priority needs in our communities. We work closely with Living SJ in Saint John and Kings County and with Vibrant Charlotte Counties in Charlotte County to identify the most pressing issues. Here are a few examples our investments in each focus area:

Poverty

- Education and training programs that lead to employment
- Coaching and goal setting moving individuals toward economic self-sufficiency
- Transportation to essential services and programs

Domestic Violence

- Housing and support for women and their children who have fled domestic violence
- Support and housing for young moms
- Education about healthy relationships

Mental Health

- Subsidized counselling for individuals who would otherwise be unable to afford it
- Counselling for women who have fled domestic violence
- Support for women to reach and maintain recovery from addictions

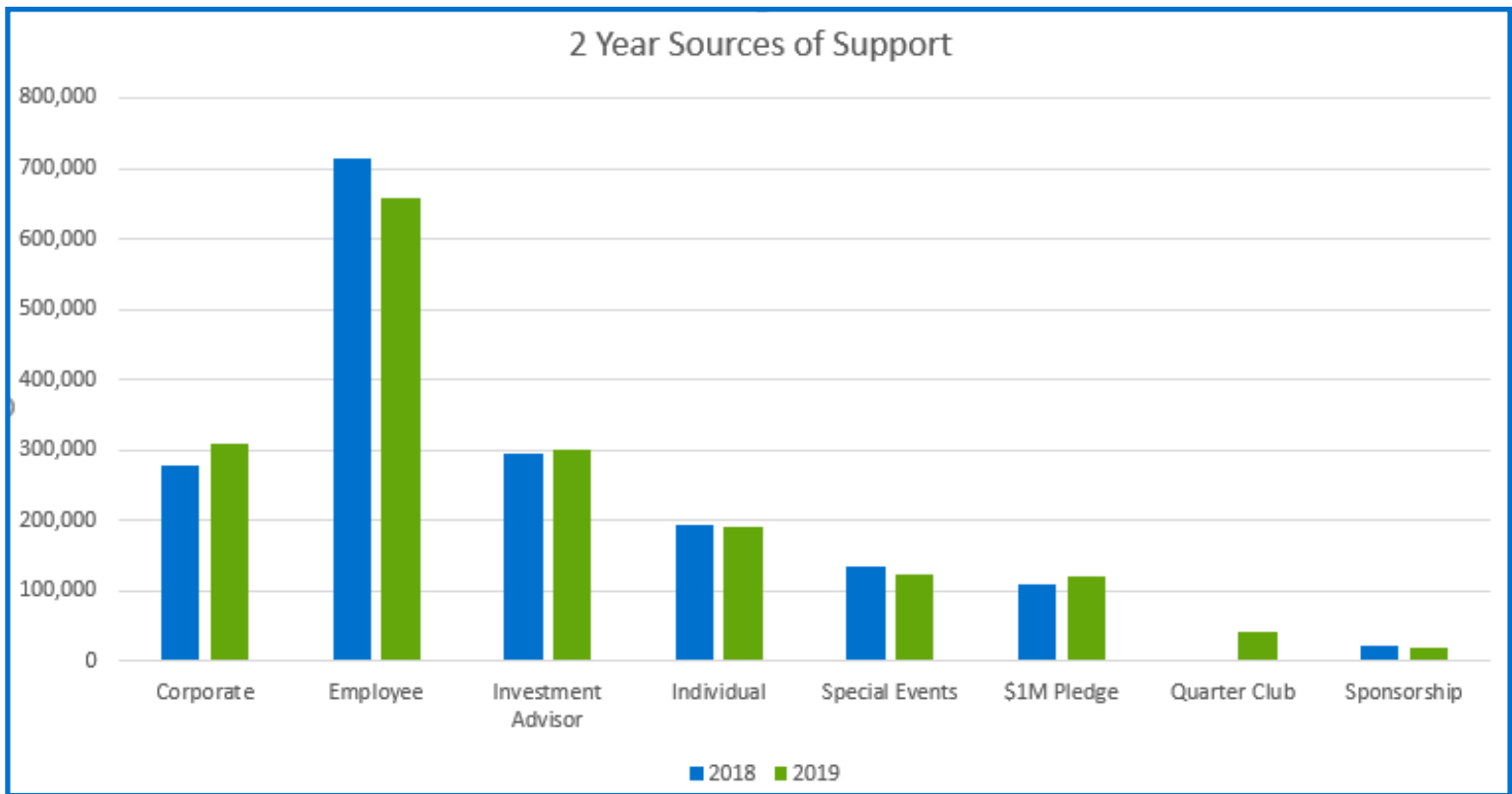
Kids & Youth

- Summer and afterschool programs to improve literacy and numeracy
- Programs that build a "growth mindset"
- Ensuring youth graduate on-time and have post-secondary plans

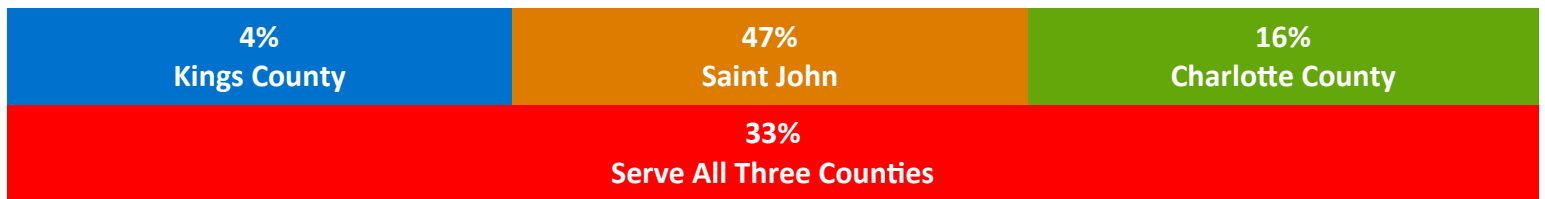


Campaign Success

\$1,764,689 Raised in 2019



Funding by County



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.
- Working with local businesses to influence **Corporate Social Responsibility** plans.
- Continuing pilot of 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.

2019 Investments

4% Pledge Loss

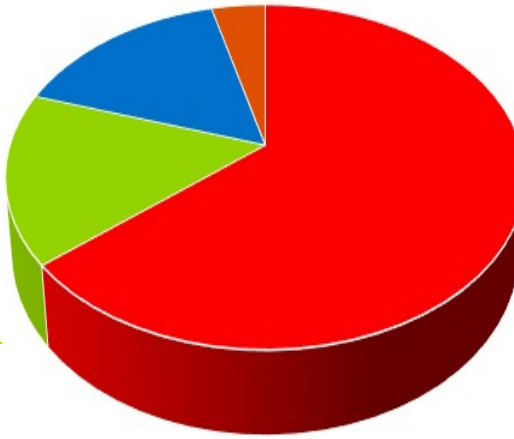
Pledges that are not fulfilled, usually due to donors leaving a workplace.

14% Fundraising Costs

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

16% Community Building

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



66% Grants

Big Brothers Big Sisters	\$ 70,000
Blacks Harbour Elem.	\$ 50,000
Family Plus	\$110,000
First Steps	\$100,000
Milltown Elementary	\$118,000
New Horizons	\$ 20,000
Outflow	\$ 33,332
SJ Community Loan Fund	\$ 50,000
SJ Boys & Girls Club	\$ 60,000
SJ Learning Exchange	\$100,000
SJ Aquatic Centre	\$ 15,000
Second Stage Safe Haven	\$ 47,730
Sistema	\$ 50,000
Sophia Recovery	\$ 15,000
Sussex Wellness Network	\$ 44,000
Teen Resource Centre	\$ 50,000
Women's Empower. Net.	\$ 50,000
Donor Designations	\$ 66,000

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



Tracy joined Sistema at age 5 in 2014. While very enthusiastic, Tracy struggled with being still and quiet during class, becoming easily upset and having a hard time focusing. There would be days he'd hide under tables or run away from teachers. The next year, we worked with OT and learned how to help Tracy's restlessness. It still wasn't easy for him, but he didn't run away anymore. He eventually learned to manage frustration, reached our advanced orchestra, and took great pride in his progress!

In 2018 he successfully auditioned for the SJ Youth Orchestra and became a Sistema volunteer. Tracy's confidence and patience have grown and he's an excellent mentor. He can be trusted to watch a class of students, mentor one-on-one or in small groups and always be in the right place at the right time. Tracy is still only 11, but is able to take on the responsibilities of a high-school student. We are so proud of him and can't wait to see what the next 6 years will bring.

Tracy, Sistema

Thank You To Our Partners

Corporate & Employee Giving

\$25,000+

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

\$10,000+

CIBC
Ernst & Young
Anglophone South Schools*
Liberty Utilities*
Social Development*
Moosehead Breweries Ltd.*

Federal Retirees*
Terrapure
Stewart McKelvey
Teed Saunders Doyle & Co.
InteliSys Aviation Systems
Innovatia Inc.
Enterprise Rent A Car
UNB Saint John*
Source Atlantic
Pannell Family Foundation
Aquila Tours
Vision Coaching
Hemming House
Canpotex
Domino's Pizza
Town Health Solutions
Sunny Corner Enterprises
Mrs. Dunster's

\$5,000+

Horizon Health Network*
Wyndham Worldwide
Irving Oil Ltd.
NBCC*
ANBL*
Stantec Consulting Ltd.
Fisheries and Oceans*
Worksafe NB*
PriceWaterhouseCoopers

Veterans Affairs Canada*
Bayview Credit Union
Energy & Utilities Board
Public Services &
Procurement Canada*
Great-West Life
Rogers Cable
Mitchell McConnell
Insurance
Freedom 55
Intact Insurance
Sisters of Charity
OSCO Group Services Ltd.
Hazen Investments
Canaport LNG
Tropical Shipping of Canada

\$2,500+

Investors Group
Bonnell Foundation
Service NB*
Family Plus Life Solutions
Ocean Capital Investments
Bayview Trucks
Deloitte
Saint John Transit*
Brierly Wennberg Fund
ACOA
Saint John Port Authority

IBM Canada
Impact Wealth
McGill's Restaurant
Ford Motor Co. Canada
Foghorn Brewing Company
Roots to Branches Health
Pomodori
Fundy Law
Re/Max—Jake Palmer
CC Goodwin Consulting
Atlantic Benefits
Higgins Insurance
Canada Home Rentals
Grass Roots Grill
An additional 25 businesses & organizations donated over \$1,200.

***Unionized Workplace**



United Way
Saint John, Kings
& Charlotte