

2022-2023 ANNUAL REPORT



United Way
Saint John, Kings
& Charlotte

| CHAIR'S MESSAGE



JOHN FITZPATRICK

Chair of the Board

Reflecting on 2022, I am honored to acknowledge the incredible work accomplished by United Way Saint John, Kings & Charlotte in our community. As the Board chair, this year has solidified my dedication to an organization that has an immense impact on our region.

Our local United Way embodies the true essence of community, from its commitment to a best-in-class non-profit sector to the compassion and relationships formed through conversations with those who provide and receive support from our funded partners.

After years of exploring innovative ways to connect and collaborate, it was refreshing to return to in-person events and opportunities. Our sold-out 2022 campaign kickoff at the Delta Hotel reaffirmed that others were eager to come together and support our community. We also celebrated the transformative work of our Funded Partners through the Songs of the City event at the Imperial Theatre, showcasing the positive changes experienced by six individuals.

I extend my heartfelt gratitude to Cathy Lahey, our 2022 Campaign Chair, whose unwavering dedication ensured that United Way could provide the necessary support for the people of Saint John, Kings & Charlotte to thrive. Her tenacity and grace resulted in a campaign that exceeded our expectations.

To our generous donors, we simply could not accomplish this work without you. Your continuous support demonstrates the innate spirit of giving and helping others ingrained in our Maritime DNA. Despite economic pressures, you came through for the most affected and marginalized in our community, helping us raise an impressive \$1.72 million to support our region.

I also want to express my appreciation to my fellow Board members for their steadfast stewardship of United Way's vision, mission, values, and integrity. Your commitment provides a solid foundation for our local United Way.

Our incredible volunteers deserve tremendous recognition for the time and talent they contribute to fostering a United Way that continues to grow in local love. Your efforts to promote and support United Way's work have a significant impact on people's lives. Every minute you volunteer makes a difference, and a simple "thank you" hardly conveys my gratitude.

Lastly, a big thank you to the entire staff of United Way Saint John, Kings & Charlotte. Your unwavering dedication to understanding our community's needs, finding and implementing impactful solutions, and consistently rising to meet those needs is truly extraordinary. Your commitment to United Way's mission is powerful.

As we venture into 2023, I am confident that we will continue to witness great accomplishments as we build a strong and healthy community that benefits everyone. Together, united, we make a difference.

OUR IMPACT



25 funded partners

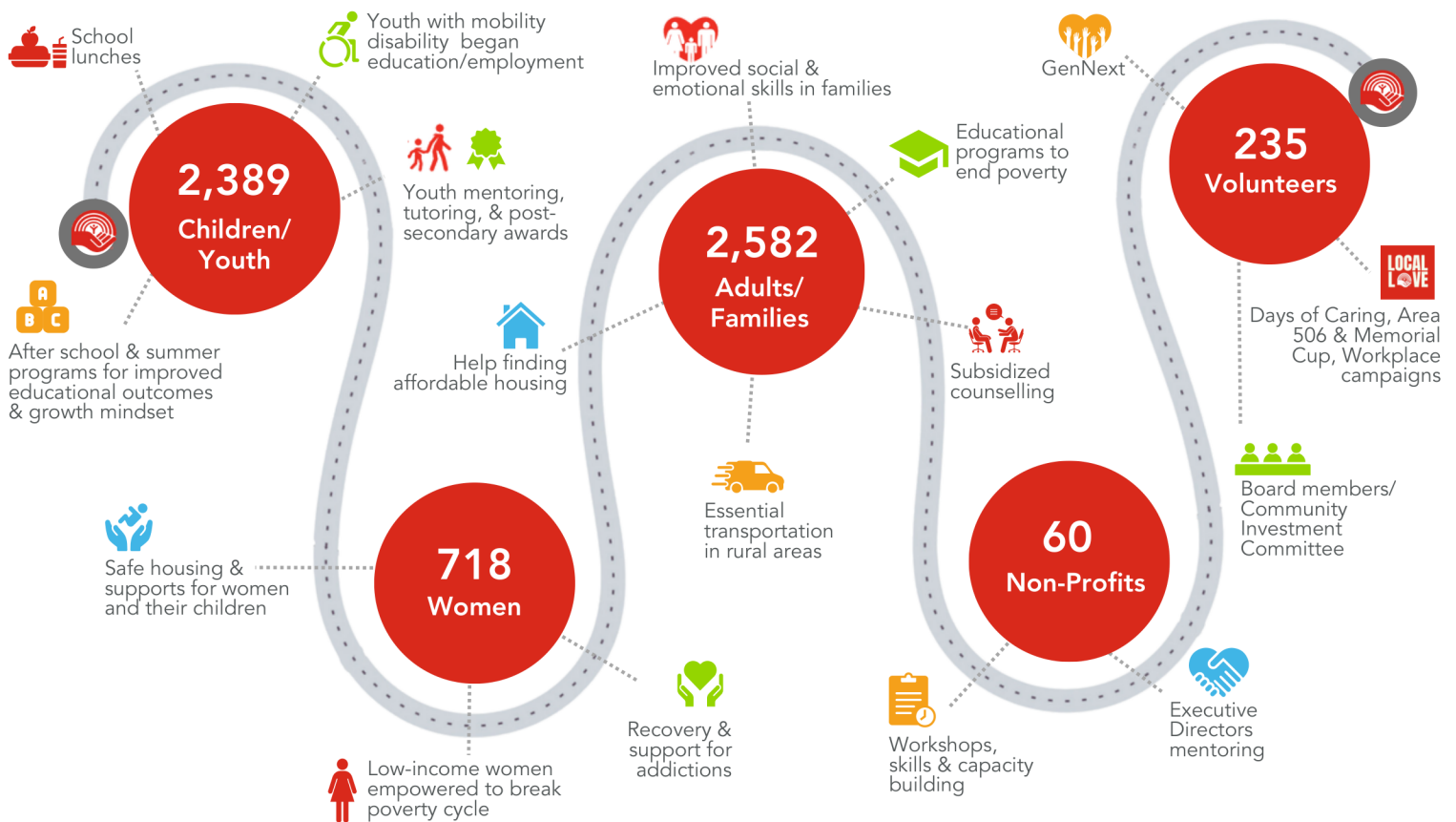


5,924 lives impacted



\$1,719,034 dollars raised

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

Helping non-profits be stronger and more resilient.
Helping with outcome measurement, skills and leadership development.



Fundraiser

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



Connector

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

| LEADERSHIP

United Way Saint John, Kings & Charlotte 2022 Board of Directors.



John C Fitzpatrick
Chair



Alanna Waberski
Vice-Chair



Keith McQueen
Treasurer



Derek O'Brien
Past Chair



Cynthia Goodwin



Jessica Delong



Valentin Boinitski



Elaine Daley



Jason Swallow

| EXECUTIVE DIRECTOR'S MESSAGE



ALEXYA HEELIS
Executive Director

This past year has brought me so many moments to be proud of as Executive Director of United Way Saint John, Kings and Charlotte. The first few years of my tenure were challenging but I was never surprised by the resilience of our community.

The exceptional work of our Funded Partners and the collaboration within our social support network are truly remarkable. I am incredibly grateful to be a part of the process of positively impacting people's lives.

One of the standout achievements in 2022 was the tremendous impact of our United for Success Awards. We awarded over \$27,000 to 23 students pursuing higher education, opening up a world of new opportunities for them.

Through the generous support and collaboration of business and community partners, we successfully piloted a home heat program, helping 77 families pay \$20,000 towards their winter heating bills. This assistance was greatly appreciated considering the inflationary pressures we are currently facing.

2022 also brought the establishment of GenNext, a new group of young philanthropists in our region. Their aim is to deepen their understanding of the challenges facing our community, share their knowledge within their networks, and support United Way through personal contributions, events, and volunteerism. The inaugural year of GenNext has been a resounding success, with 20 members joining the cabinet and raising over \$25,000 to date for our work.

2022 has truly shown the spirit of collaboration through our above partnerships and commitments, as well as the many workshops and educational opportunities we provided to our entire non-profit sector in our efforts to continue to build capacity and create the strongest supports for the people who need it in Saint John, Kings & Charlotte.

None of this is possible without the generosity and support of our donors. I am grateful for your belief, trust and encouragement for the work of our United Way. You are the reason that myself and the amazing staff at United Way are able to continue helping raise people out of poverty, helping kids build great futures, and helping our entire community be strong, healthy, and resilient. You are the heartbeat of our local love. Thank you.

COMMUNITY PRIORITIES



Kids

1 in 5

NB children live in poverty

16%

Children do not have the skills necessary to start school

50%

of students grade 6 to 12 students have symptoms of anxiety



Poverty

1 in 5

NB households are food insecure

26%

Adults in NB with reading comprehension level below grade 2

15%

Average rent for two bedroom rental in Saint John increased by 15% in 2022



Community

1 in 2

New Brunswickers will have a mental health struggle in their lives.

20%

of New Brunswickers experience a substance use disorder in their lifetime

30%

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

FUNDED PARTNERS

- 211
- Ability New Brunswick
- Bee Me Kidz
- BGC Greater Saint John
- Big Brothers Big Sisters Saint John, Inc.
- Blacks Harbour School
- Black Lives Matter
- Charlotte County Dial-A-Ride
- Family Plus Life Solutions
- First Steps Housing Project, Inc.
- Fundy Region Dial-A-Ride
- Inner City Youth Ministry
- Kaleidoscope Social Impact

- Milltown Elementary
- Multicultural Association of Sussex
- Outflow
- Saint John Learning Exchange
- SJ Women's Empowerment Network
- Second Stage Housing, Inc.
- Sistema
- Sophia Recovery Centre
- St. George & Area Foodbank
- St. Stephen Elementary
- Teen Resource Centre
- Ukrainian Newcomers Fund



All That Kids
Can Be



Healthy People,
Strong Communities



Poverty to
Possibility

COMMUNITY WORK

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

- United for Success Awards
- Board Governance training
- Board matching
- Days of Caring
- Area 506/Memorial Cup Volunteering

The after school and summer slide programs at BHS offer a wide range of enriching activities aimed at enhancing literacy and numeracy, storytelling, and decision-making abilities, among others. They also encourage exploration of new hobbies and skills, such as knitting, sewing, and art. Their focus goes even beyond academics through teaching practical "real-world skills" like cooking, goal setting, teamwork, self-esteem, and building friendships; nurturing well-rounded kids who are prepared for life's challenges.

Andrii, a Ukrainian student who joined BHS last Fall, was hesitant to interact with his peers and struggled to comprehend or communicate in English. Since being in the after school program, Andrii has flourished. He now confidently engages with his peers, constantly sharing his thoughts and ideas. "We are thrilled to witness his growth and enthusiasm. Andrii's story is a testament to the power of our program in providing a supportive environment for students to thrive and find their voice.", states Rebecca Allen, Community Schools Coordinator in Blacks Harbour.



Kids

Helping children and youth reach their full potential



2022 Highlights

14

Youth with a mobility disability were supported to pursue education, training or employment

182

Kids benefitted from a mentoring relationship

119

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

33

Youth obtained their adult high school diploma

127

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

1404

Youth participated in afterschool and summer programs

835

Parents and kids improved their social and emotional skills

216

Youth built resiliency through a daily orchestral program

Meet Melissa

My journey at SJLE started in October 2021, but my goal of finishing school started before that. My mom died when I was younger, and I promised her that one day I would finish school. The GED wasn't for me, though. In 2021, I was invited to participate in LEAP as part of a pilot for the Adult High School Diploma. It wasn't an easy task, but with the support of my teachers, family, and friends, I have achieved my diploma and graduated!

SJLE changed me as a person. It helped me become more confident and helped me realize that I have to be independent. Coming to SJLE transformed me. The staff and teachers became my family, and they made sure I didn't give up. They helped me every step of the way. They even helped me set goals for myself. This place has shown me how to love myself, be proud of myself, and most of all, that I can do what I set my mind to. I'm going to take the self-esteem program now that I've graduated and keep working on myself.



Poverty

Moving people from poverty to possibility



2022 Highlights

96

Young women and their babies had support, housing, educational and health services

121

Individuals secured full or part-time employment

53

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

316

Individuals accomplished one or more goal towards education or employment

38

Individuals were supported to find safe and affordable housing

79

Women improved their self-esteem, leadership and stress management skills

Meet Krystal

Krystal first came to Sophia Recovery Centre in December 2022. At that time, although Krystal had been sober for almost seven years, she said had not yet experienced "recovery." She shared her history of trauma, grief, and pain from a childhood and life filled with addiction.

In her words:

Although I was alcohol-free, I was not getting to the core of my addiction issues or healing the trauma and pain that caused me to drink in the first place. I knew I would finally have to face everything and get well. When I arrived in Saint John, I was on a leave of absence from my job, and in so much pain. I felt so alone.

At Sophia, I joined a trauma recovery group and participated in counseling. I also attended Meditation and the Art program. Sophia Recovery Centre has been an amazing gift. I'm now back to work and I'm healing more each day. I have made several new friendships with other women. Sophia has helped me completely turn around my life and build a more positive one.



Community

Building strong communities



2022 Highlights

6376

290 individuals accessed 6,376 rides to employment, education and essential services

59

Newcomers in Sussex improved their English language skills

25

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

144

Women had support to break the cycle of intimate partner violence

312

Women had support and mentoring to maintain their recovery from addictions

1616

436 individuals had access to 1616 subsidized mental health counselling sessions

United for Success

The "United for Success Awards" in its second year proved to be a remarkable success, with over \$27,000 in awards being distributed to 23 students.

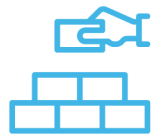
The students came from our three committed partners - Teen Resource Centre, Saint John Learning Exchange, and First Steps Housing.

These awards played a pivotal role in breaking down obstacles faced by both young individuals and adults in their pursuit of higher education in the past year. By doing so, they have opened up a world of new opportunities not only for the recipients themselves but also for their families.

Out of the 23 student recipients:

- 20 completed their full year of study.
- 13 are continuing their course of study next year.
- 7 completed their post-secondary education and are employed or seeking employment.

United Way is proud to partner with Emera on this impactful initiative.



Building Strong Futures

Creating firm foundations for long-term success



2022 Highlights

39

Individuals from 22 organizations participated in board governance training

119

Volunteers gave 1,218 hours and raised over \$30k at Memorial Cup & Area 506

20

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

25

Funded partners worked with us to set, track and measure their outcomes

6

Non-profit collaboration workshops were hosted in 3 communities

60

Non-Profits participated in workshops & development opportunities

23

Individuals received United for Success Awards to remove barriers to education

2

Non-profit Executive Directors benefited from mentoring

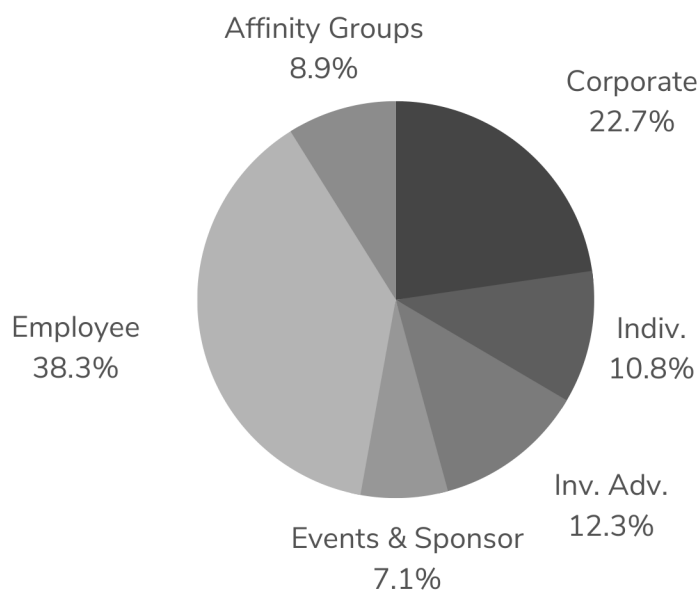
| \$1,719,034 DONATED IN 2022



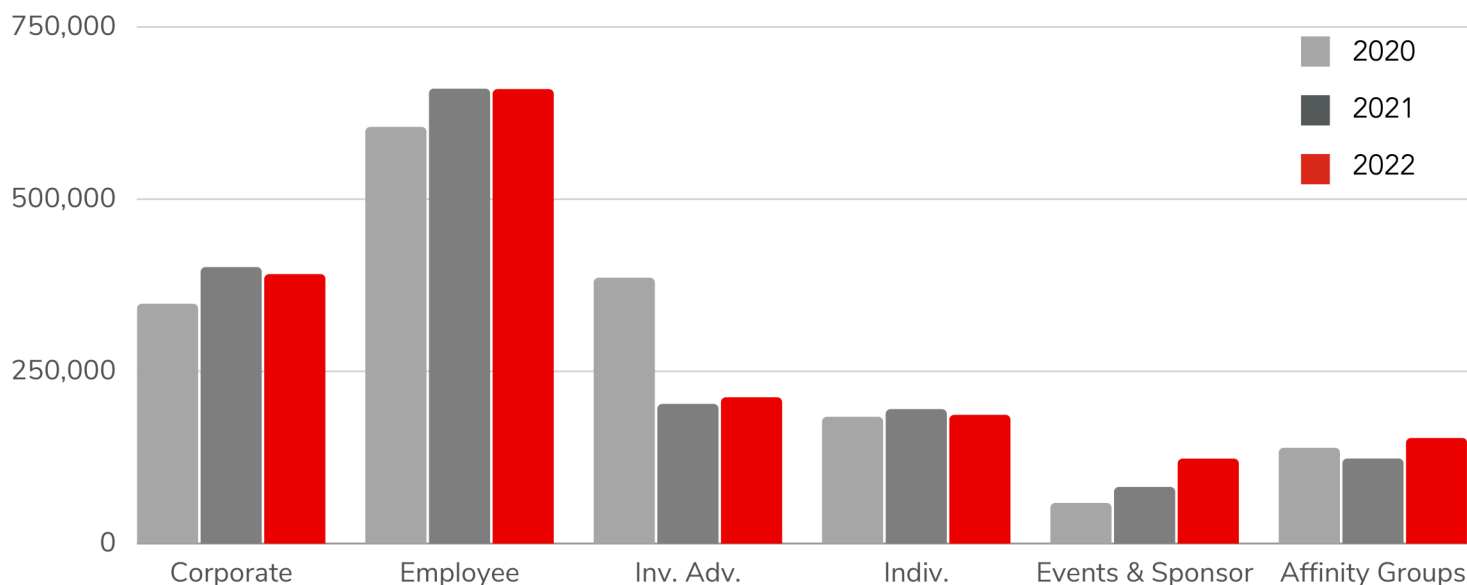
"A huge thank you to everyone who donated so generously and enabled the United Way to exceed its Campaign goal this year of \$1.7 million!! It's truly inspiring to see how our community rallied in support of the United Way and raised the funds needed for those programs and services that will offer life-changing support to people right here in Saint John, Kings and Charlotte counties. Please know what a difference you have made with your donation and that your generosity will have a direct and transformative impact on the lives of more than 4,600 people in our own community. Thank you!!"

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, events & sponsorship and affinity groups (Million Dollar Pledge, Quarter Club, GenNext).



YOY Donations by Program



OUR TOP SUPPORTERS

Over 3,000 individuals, businesses, foundations, and unions supported our 2022 campaign.

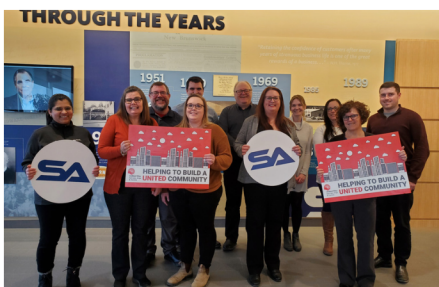
Top 20 Employee Giving

TD Bank Group	\$114,254
NB Power*	\$48,733
City of Saint John*	\$48,178
Canada Revenue*	\$45,519
J.D Irving Ltd.*	\$44,275
Bell Canada*	\$34,256
Area 506/Mem Cup	\$30,454
BMO	\$18,644
Costco	\$18,322
Saint John Energy*	\$15,639
Social Development	\$14,658
Federal Retirees	\$13,658
RBC	\$11,544
Fisheries & Oceans*	\$11,443
Wyndham	\$10,237
ASD Schools*	\$10,079
Mariner Partners Inc.	\$10,006
Innovatia Inc.	\$9,750
Worksafe NB	\$9,611
UNBSJ*	\$8,371

*Unionized workplace

Top 20 Corporate Giving

Saint John Energy	\$70,464
TD Bank Group	\$50,706
Stewart McKelvey	\$29,054
Crosby's Molasses	\$26,500
Medavie Foundation	\$25,000
Regency Tower/Hazen	\$25,000
Royal Bank	\$18,540
Scotiabank	\$18,500
BMO	\$14,635
Mariner Partners	\$13,456
Ocean Capital	\$12,864
Bell Canada	\$12,296
CIBC	\$11,700
Costco	\$10,978
Emera New Brunswick	\$10,926
Cox & Palmer	\$9,833
Port Saint John	\$8,401
Liberty	\$6,524
Keller Williams	\$6,000
Canada Life	\$5,836



| OUR AFFINITY GROUPS



A group of socially-conscious business leaders investing in brighter futures for youth. \$10,000/year for 10 years.

Members: Aquila Tours, Dillon Consulting, Hemmings House Pictures, Mrs. Dunsters, Scott McCain, Sunny Corner, Teed Saunders Doyle, Vision Coaching, one anonymous

Small business and individuals investing in mental health solutions and breaking the cycle of intimate partner violence. \$2,500/year for 5 years.

Members: McGill's, Impact Wealth, Roots to Branches, Fitzpatrick Wealth, CC Goodwin Consulting, Pomodori, Fundy Fencing, Krista Wetmore, Linda MacDonald, Jamie Murphy, Emily McGill, Kindred Homecare, Foghorn, Chris Bourque, Higgins Insurance, Bone Physiotherapy & Wellness



United Way Saint John, Kings & Charlotte

GEN NEXT

In 2022, we launched GenNext, a group for young philanthropists to connect, learn and support their community. Cabinet members commit \$500 and find a \$500 match.



Cabinet Members:

Kyle Gulliver (Chair)
Caroline McAvity (Vice-Chair)
Fawn Zeuchner (Secretary)
Rob Diamond
Jordan Tracy
Kevin Forestell
Wanda-Lee Pardy
John Ritchie
Sarah Ritchie

Corey Armstrong
Brea Giffin
Jason Hickey
Julia Hurst
Gillian Miller
Chisom Ezeh
Haley Maillet
Eric Savoie

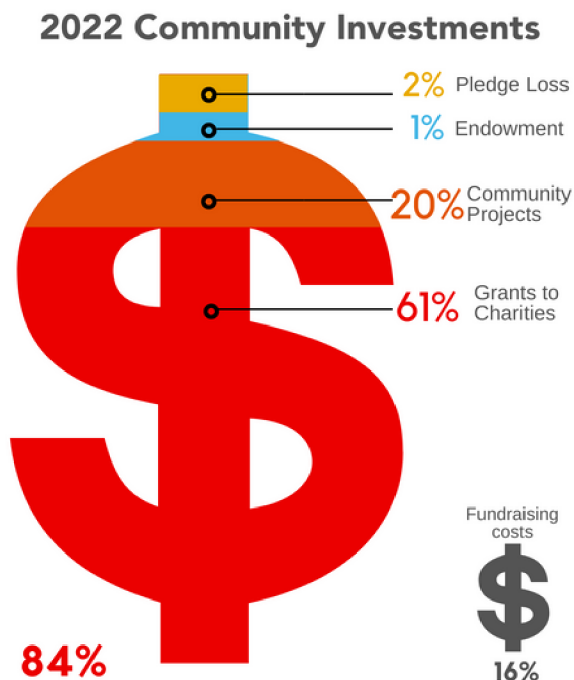
Investment Advisor Service

Trusting United Way Saint John, Kings & Charlotte to manage their community-impact investments to yield the best social return.

Christofer Foundation \$50,000
Saint John Energy \$50,000
Irving Oil \$33,000
MacMurray Foundation \$30,000

Pannell Foundation \$30,000
Canpotex \$22,000
Potash Corp \$20,000

| OUR COMMUNITY INVESTMENTS



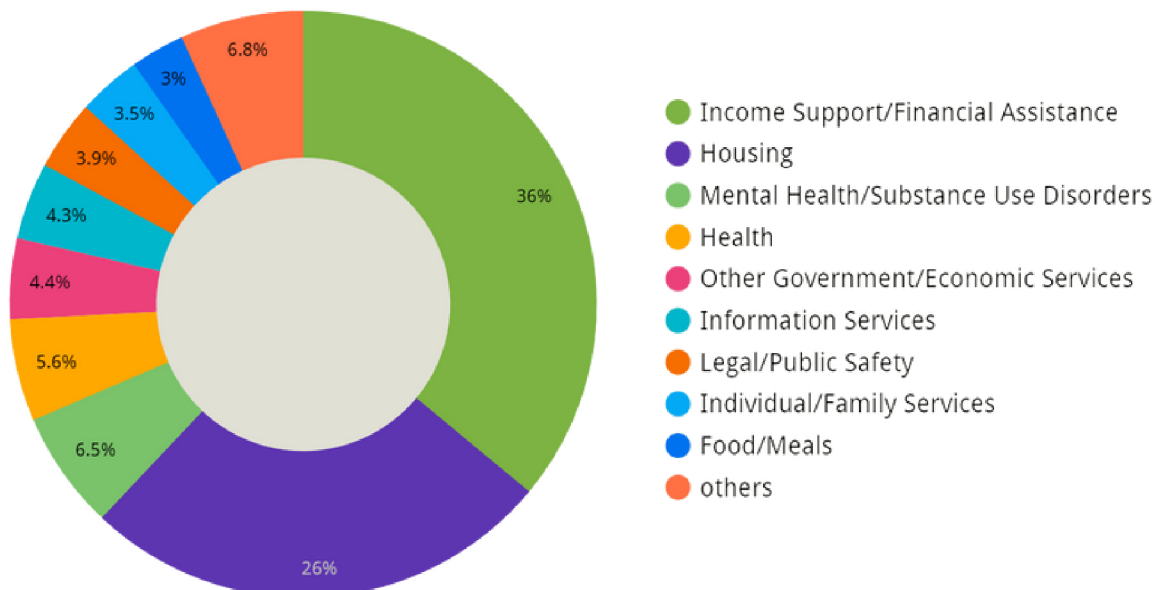
| 211 NEW BRUNSWICK

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.



15,473
Calls for Assistance

9,557
Needs Identified



| UNITED WAY TEAM



Alexya Heelis
Executive Director



Sheila Comeau-Oldfield
Finance Manager



Gina Carter
Admin Support



Jo-Anne Renton
Resource Development Manager



Jenna Holder
Relationship & Development Officer



Chelsie Nightingale
Community Impact Manager

| AREA 506 & BASH ON THE BAY



FINANCIAL STATEMENTS

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

CAMPAIGN KICK-OFF



United Way
Saint John, Kings
& Charlotte

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United Way Saint John, Kings and Charlotte

Charitable Number: 11927 8190 RR0001