



**United Way**  
Saint John, Kings  
& Charlotte

# 2023-2024 **REPORT TO COMMUNITY**

# Message from Chair & ED



**JOHN FITZPATRICK**  
Chair of the Board



**ALEXYA HEELIS**  
Executive Director

We are thrilled to present this community impact report, reflecting on another year of success and achievements at United Way Saint John, Kings & Charlotte.

Our United Way embodies the essence of community through our deep relationships with our funded partners, our support and capacity building of the non-profit sector and our drive to meet community needs and solve complex social issues.

We want to express our sincere thanks to Craig Bell Estabrooks, our Campaign Chair for 2023. His steadfast commitment ensured that United Way is able to continue offering vital support to the communities of Saint John, Kings, and Charlotte, enabling them to flourish. Craig's determination and passion was inspiring to all.

To each of our donors, we couldn't do what we do without you. Your ongoing generosity reflects the deep-rooted spirit of compassion and community support that defines our Maritime heritage. Despite current economic challenges, you rallied to aid the most vulnerable people in our community, donating over \$1.74 million.

To all the members of the Board of Directors and our staff team for your dedication to our vision, mission, and values. Your dedication and commitment forms the bedrock of our United Way.

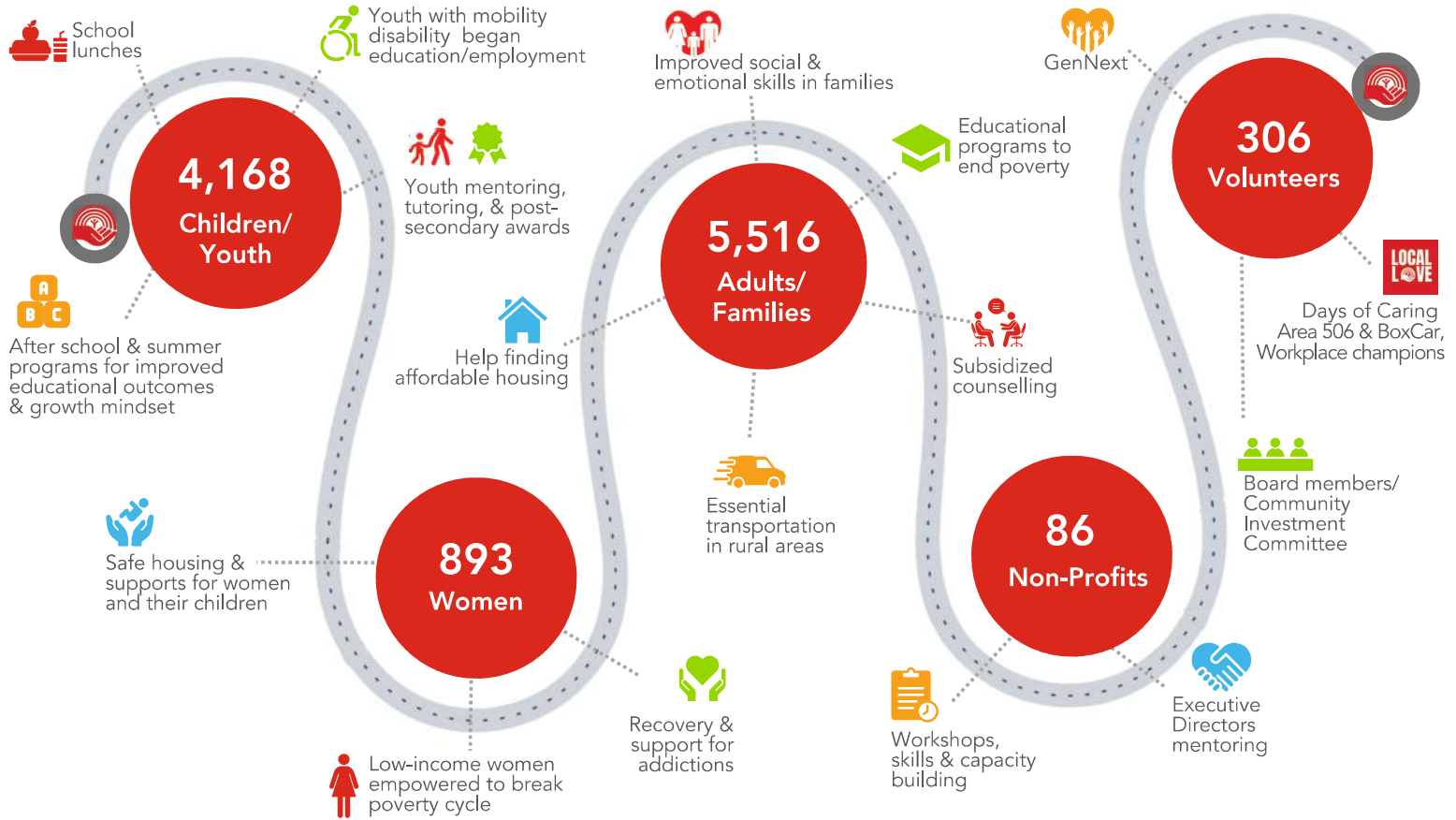
Our incredible volunteers deserve tremendous recognition for the time and talent they contribute to fostering a United Way that continues to grow. Your efforts to promote and support United Way's work have a significant impact on people's lives. Every minute you volunteer makes a difference, and a simple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

Lastly, a huge thanks to all of our funded partners, and the entire non-profit sector that worked with us over the last year to make our region better for everyone.

As we venture into 2024, we are confident that we will continue to witness great accomplishments as we build a strong and healthy community that benefits everyone.

**With your support we have helped over 9,500 individuals and families in the past year.**

## Support for all ages and stages of life



**\$1,741,613** dollars raised

**22** funded partners

**9,577** lives impacted

**515,100** touchpoints

# United Way Saint John, Kings & Charlotte

## OUR PURPOSE

Serve those experiencing vulnerability in our community and create an equitable future for all.

## OUR MISSION

Empower everyone to improve lives and build strong communities.

## OUR VISION

Everyone in every community has opportunities to reach their full potential.

## OUR PROMISE

Bring together people and organizations in the private, public and social sectors to **meet community needs & tackle complex social issues.**

## Board of Directors



John C Fitzpatrick  
Chair



Alanna Waberski  
Vice-Chair



Keith McQueen  
Treasurer



Derek O'Brien  
Past Chair



Cynthia Goodwin



Jason Swallow



Jessica Delong



Valentin Boinitski



Elaine Daley

# Our Funded Partners & Programs

Each year, through a rigorous process, United Way provides funding to organizations that are making a measurable difference throughout Saint John, Kings & Charlotte Counties. Granting funds to local charities is one of the major ways we help solve local and regional social problems.

## Whole Region

- 211
- Ability NB
- Bee Me Kidz
- Big Brothers Big Sisters
- Black Lives Matter
- First Steps
- Sophia Recovery

## Kings County

- Multicultural Assoc. Sussex

## Saint John & Kings

- BGC Greater SJ

## Saint John

- Family Plus
- Kaleidoscope
- Outflow
- SJ Learning Exchange
- Second Stage
- Sistema Saint John
- Teen Resource Centre
- Women's Empowerment

## Charlotte County

- Blacks Harbour School
- Charlotte Dial-A-Ride
- Milltown Elementary
- Neighbourhood Works
- St. Stephen Elementary



# Youth Success

## Meet Emily

When 14 year old Emily started attending the Teen Resource Centre (TRC) she asked why some people got to put their name on the wall. Staff told her that youth were welcome to claim a bubble when they felt that they had become part of the TRC community by doing things like treating the building and people with respect, helping others, and generally being a good citizen.

Months later staff noticed that Emily had made major improvements in her behaviour and complimented her on it. Emily smiled and thanked the staff for noticing, saying she had been consciously working on improving herself and liked the changes she had made. Staff congratulated Emily on her hard work and asked what had helped motivate her when she struggled. Emily smiled, pointed up at the wall and said that she wanted to earn her bubble.

Emily started painting that afternoon.



## 2023 Highlights

**34**

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

**428**

Kids benefited from a mentoring relationship

**1216**

Parents and kids improved their social and emotional skills

**13**

Youth obtained their adult high school diploma

**115**

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

**1827**

Youth participated in afterschool and summer programs

**249**

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

**333**

Youth built resiliency through a daily orchestral program



# From Poverty to Possibility

## Meet Amanda

"When I started at the Learning Exchange, I was a very broken and lost individual. I had no self esteem and not a lot of self worth. The Power Up Program helped me begin to really learn who I was and the many assets I have. I grew in confidence and respect for myself.

I became homeless while in the program and was living at the shelter but still going to class. The things I learned helped me to continue moving forward in life, whereas before I would have fallen back into despair. I learned how to see things differently and allow my voice to be heard.

Without the Learning Exchange I know I would not be enjoying the success I have now. I went on to take a course in entrepreneurship and started my own business. But most importantly, I have self-worth and a drive I never had before. I can dream and my dreams can come true. I am the person I always wanted to be. I am finally proud of what I am accomplishing."



## 2023 Highlights

**92**

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

**367**

Individuals accomplished one or more goals towards education or employment

**148**

Individuals secured full or part-time employment

**1300**

Calls were answered by 211 to direct people to social supports.

**75**

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

**61**

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



# Stronger Communities

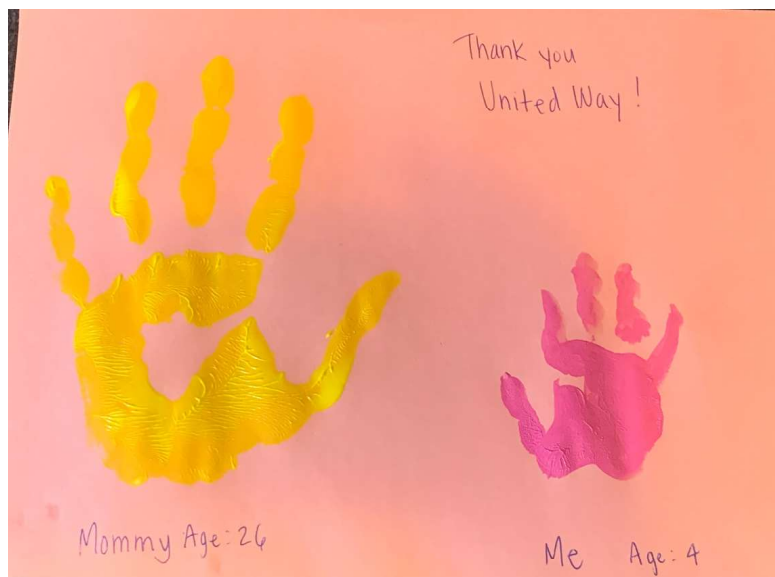
## Meet "Molly"

"I was in a relationship with my ex-partner for 5 years. In the beginning things seemed great, I felt like he really cared about me. It changed after we moved in together.

He became more controlling, yelling, swearing, and going through my phone. I didn't think it would get worse, but it did after I became pregnant and had my first child.

His verbal and emotional abuse would happen regularly, he became angry when I'd leave the house, and then he became physically abusive. I knew I had to leave but I was afraid and couldn't afford an apartment on my own. I finally told a friend, who told me about Second Stage.

Since coming to Second Stage, my daughter and I feel safe in our own home. I am able to financially support us and I have plans to go to school in the Fall.



## 2023 Highlights

**8376**

194 individuals accessed 6,184 rides to employment, education and essential services

**750**

Individuals had access to emergency shelter, meals and support to find affordable housing

**464**

Women had support and mentoring to maintain their recovery from addictions

**595**

Newcomers in Sussex connected with the local community

**61**

Women had support to break the cycle of intimate partner violence

**1939**

481 individuals had access to 1939 subsidized mental health counselling sessions



Charlotte Dial-A-Ride





# Beyond Funding

"The United Way helps all of the not for profits thrive in our community. By organizing training opportunities, partnership workshops and having a collaborative mindset, we have been able to better support our clients all around. The United Way give me a sense of "not being alone" because I know that they are just a call away when I need direction or even to chat about the struggles that we all face in our sector."

*-First Steps*

"I appreciate that I can reach out with any question or concern I may have; the relationship is so positive!"

*-Blacks Harbour School*

"United Way Saint John, Kings and Charlotte is a strong communicator with its funded agencies and continues to offer opportunities for professional development and networking which are invaluable."

*-Ability NB*



# Meeting Community Needs

## 14 Day of Caring Initiatives

Helping Corporate Volunteers maximize their impact.



**“The United Way has given our team purpose in the community”**

- Kayla, VP Commercial Financial Services, RBC



18 United for Success Awards given to youth to remove barriers to post-secondary education

Provided work boots for individuals accessing the workforce.



Collected menstrual products to address period poverty



Helped 48 families to heat their homes



Distributed **\$2,747** of supplies to **11 ASD Schools** because every student deserves to have equitable access to classroom necessities such as:



**24**  
Lunch Boxes



**168**  
Packs of  
crayons, pens, pencils



**60**  
Scientific  
Calculators

**“This allowed us to give zip-up binders to students who struggle with staying organized; a seemingly small item that makes the world of difference for these kids and their ability to thrive in school, which otherwise would not have been addressed.”**

-Community School Coordinator, ASD-S



# Tackling Complex Local Issues



## Women's Services Saint John

42 partners engaged across government and community. Identified 10 gaps in community and opportunities for increased collaboration & integration.



## Homelessness



Engaged in community task forces to pinpoint diversion strategies and establish a unified approach in Saint John and Sussex.



## Capacity Building in Kings County

98 People collaborated to identify local priorities across government, business, and community sectors through 4 Community Roundtables and 2 volunteer expos.

**Volunteers**



**Awareness**



**Fund Development**



**Training**

## Community Development

Provided expertise and leadership on key committees in Saint John and Sussex: Community Development for Regional Service Commission and Community Capacity and Resiliency.



**One of our core values is building connections for success. The work we've been able to do for our community by collaborating with United Way and other partners has been an asset to our region."**

**-Vanessa, Sussex and District Chamber of Commerce**

# Investing In Community

## \$1,123,200 in Grants to Funded Partners



## Mobilized an Additional \$563K of Investments



### Community Services Recovery Fund

Administered \$455K to support charities and non-profits to adapt and modernize their operations and grow their impact.



### Advisor

Connected and advised local businesses to impactful investment opportunities.



### IF-ADAPT Foundation

Provided guidance and funding opportunities to the IF-ADAPT Foundation to invest in projects that foster innovation.

**"We value our partnerships, including the one we have with United Way. Through our collaborations we are able to have insightful conversations that ensure our investments are reaching organizations who are making the greatest impact in our communities."**

- Michelle Thibodeau Coates, Emera NB



# Capacity Building

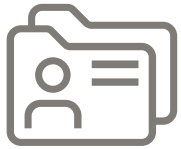
**66**

Nonprofit staff built empathy and understanding for the 2slgbtqia+ community



**16**

Nonprofit Staff enhanced their leadership and coaching skills to drive organizational performance



**28**

Nonprofit leaders gained valuable HR knowledge to help lead and grow successful teams

**30**

Nonprofit leaders developed intercultural skills and perspectives needed to provide their services to an increasingly multicultural community



**71**

Board Members gained skills to strengthen their board governance



**116**

Nonprofit staff attended workshops to improve their wellness and ability to support others.

**56**

Nonprofit staff enhanced their social media skills to increase their impact online



**49**

Hours of one-on-one consulting and mentoring of nonprofit leaders.



**"As someone who is in the early years of my experience of volunteering on a board, the Board Governance training helped me visualize the way a board should operate, the standards I need to follow and how I can help the community more effectively"**

- Raunak, Governance Workshop Attendee

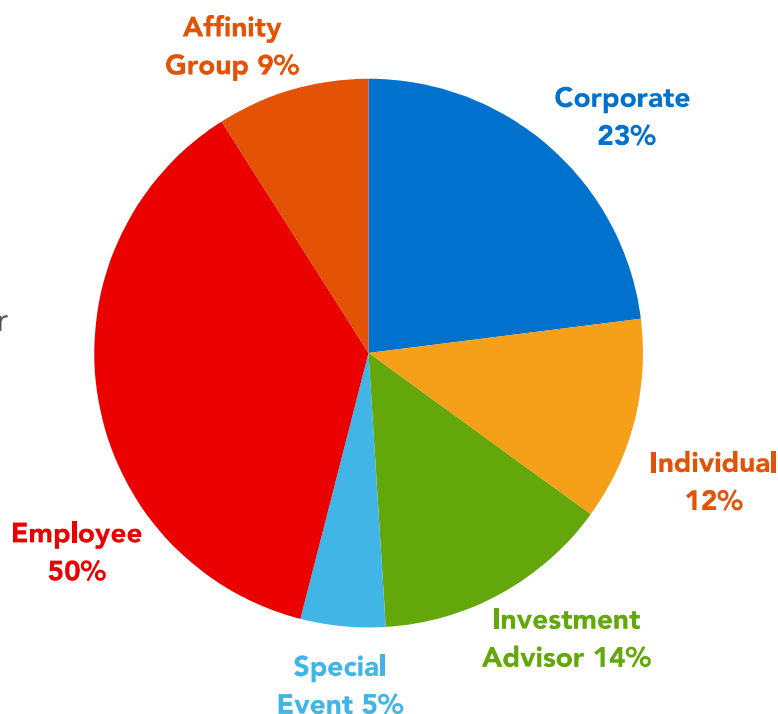
# \$1,741,613 Donated in 2023



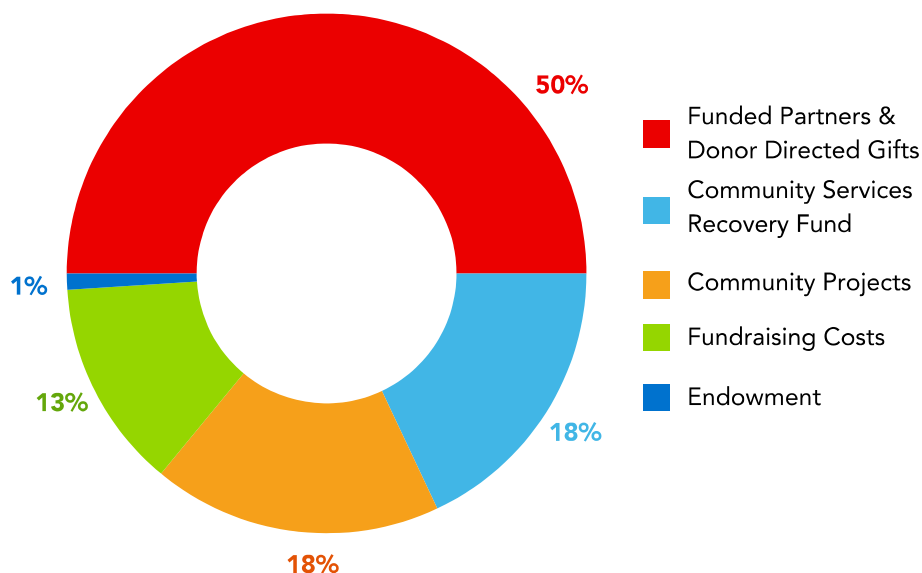
"It has been my privilege to serve as campaign chair for United Way Saint John Kings & Charlotte over the last year. I am so grateful to our community for raising over \$1.74M. This is an incredible outcome at a time when the need in our communities is greater than ever. I'm incredibly proud to be a part of a region that cares so deeply about helping the most vulnerable. I want to express my gratitude to everyone who gave to the campaign – your thoughtfulness makes for a stronger and brighter future for our region."

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



## Our Investments



# Our Top Supporters

Over 3,000 individuals, businesses, foundations, and unions supported our 2023 campaign

## Top 20 Employee Giving

TD Bank Group	<b>\$135,446</b>
NB Power*	<b>\$51,393</b>
City of Saint John*	<b>\$46,411</b>
Canada Revenue*	<b>\$42,346</b>
J.D Irving Ltd.*	<b>\$38,310</b>
Bell Canada*	<b>\$32,463</b>
Costco	<b>\$24,475</b>
Federal Retirees	<b>\$16,708</b>
BMO	<b>\$14,918</b>
Saint John Energy*	<b>\$13,971</b>
Worksafe NB	<b>\$12,663</b>
UNBSJ*	<b>\$12,399</b>
Social Development	<b>\$11,934</b>
Source Atlantic	<b>\$9,750</b>
Port Saint John	<b>\$9,510</b>
Wyndham	<b>\$9,115</b>
Mariner Partners Inc.	<b>\$8,916</b>
Xerox	<b>\$7,880</b>
RBC	<b>\$6,171</b>
Canada Border Services*	<b>\$5,440</b>

## Top 20 Corporate Giving

Saint John Energy	<b>\$64,470</b>
TD Bank Group	<b>\$45,799</b>
Port Saint John	<b>\$40,570</b>
CPKC	<b>\$25,000</b>
Royal Bank	<b>\$21,500</b>
Scotiabank	<b>\$18,600</b>
Costco	<b>\$14,674</b>
Stewart McKelvey	<b>\$12,480</b>
Bell Canada	<b>\$11,463</b>
Emera New Brunswick	<b>\$11,200</b>
Mariner Partners	<b>\$10,120</b>
Saint John LNG	<b>\$10,000</b>
CIBC	<b>\$8,080</b>
BMO	<b>\$7,345</b>
Intact Insurance	<b>\$6,986</b>
Xerox	<b>\$6,013</b>
Source Atlantic	<b>\$6,000</b>
Canada Life	<b>\$5,836</b>
Owens MacFayden	<b>\$5,600</b>
PwC	<b>\$5,300</b>

\*Unionized workplace





# Our Affinity Groups



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

- Aquila Tours
- Dillon Consulting
- Hemmings House Pictures
- Mrs. Dunsters
- Scott McCain
- Teed Saunders Doyle
- Hannah Fitch-Bernard & Will Bernard
- Vision Coaching
- Two anonymous members

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

- Bone Physiotherapy & Wellness
- Chris Bourque
- CC Goodwin Consulting
- Craig Bell-Estabrooks & Emily Teed
- Fitzpatrick Wealth Management
- Foghorn
- Fundy Fencing
- Hamilton Development Group SJ Ltd.
- Impact Wealth
- Kindred Homecare
- Linda MacDonald
- Pomodori
- Roots to Branches
- Krista Wetmore
- One anonymous member



United Way Saint John, Kings & Charlotte

## GEN NEXT

**A group for young philanthropists who connect, learn and support their community. Cabinet members commit \$500 and find a \$500 match.**



- Kyle Gulliver
- Caroline McAvity
- Fawn Zeuchner
- Rob Diamond
- Jordan Tracy
- Kevin Forestell
- Corey Armstrong
- Brea Giffin
- Gillian Miller
- Eric Savoie

**Entrusting United Way to direct and manage their community-investments to yield the best social return.**

**Social Investment Advisor**

- Christofer Foundation \$50,000
- Saint John Energy \$50,000
- Crabtree Foundation \$45,000
- MacMurray Foundation \$30,000
- F-ADAPT Foundation \$24,492
- Pannell Foundation \$15,000
- Canpotex \$12,000
- Sisters of Charity \$5,600
- Owens Family Foundation \$5,000



# Our Team



**Alexya Heelis**  
Executive Director



**Sheila Comeau-Oldfield**  
Accounting Manager



**Gina Carter**  
Support Staff



**Jo-Anne Renton**  
Resource Development Manager



**Jenna Holder**  
Relationship & Development Officer



**Chelsie Nightingale**  
Community Impact Manager

## Area 506 & Boxcar







**United Way**  
Saint John, Kings  
& Charlotte

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United Way Saint John, Kings and Charlotte

Charitable Number: 11927 8190 RR0001