

2023-2024 YEAR IN REVIEW



**United Way
Centraide**
Central New Brunswick
Région du Centre
du Nouveau Brunswick

OUR BOARD OF DIRECTORS 2023-24



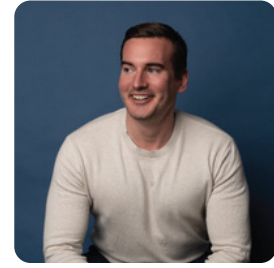
Inem Nsimah
President



Fiona Williams
Vice-President



Nicholas Russon
Past-President



Mark Depow
Treasurer



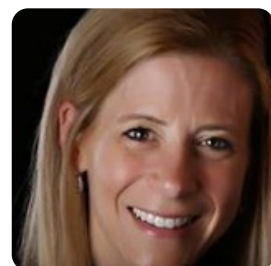
Gail Farnsworth



Gracie Gottschalk



Yusuf Shire



Carole Volpe



Luke Roberston



Henrietta Obajemu



Elizabeth Murphy



Stephanie Sarchfield

OUR VISION

We help people

OUR MISSION

We improve lives and build community by engaging individuals and mobilizing collective action.

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



**United Way
Centraide**

Central New Brunswick
Région du centre du N.-B.

OUR FUNDED PARTNERS

- 12 Neighbours Community
- 211
- Ability NB
- Adult Literacy Fredericton
- Autism Connections Fredericton
- Big Brothers Big Sisters
- BGC Fredericton
- Capital Region Mental Health & Addictions Association
- Chipman Youth Centre
- CNIB New Brunswick
- Easter Seals New Brunswick
- Family Enrichment and Counselling Services
- Fredericton Homeless Shelters
- Fredericton Public Library
- Habitat for Humanity NB
- Inclusion NB
- Jobs Unlimited
- John Howard Society of Fredericton
- Liberty Lane
- Meals on Wheels of Fredericton
- Neil Squire Society
- NB Youth Orchestra (Sistema)
- OPAL Family Services
- Oromocto & Area Food Bank
- Partners for Youth Inc.
- Sexual Violence NB
- Sunbury West Headstart
- The Gaia Project
- Woodstock First Nation Health Centre
- Youth In Transition

TOGETHER BUILDING A UNITED COMMUNITY

\$1.08M dollars raised

30 funded partners

29,094 lives impacted

9,380

Children/Youth

- School lunches/snacks
- Subsidized counselling
- Educational supports
- Transition housing

17,683

Adults

- Literacy tutoring
- Supportive housing
- Low-barrier employment opportunities
- Safety plans for women experiencing domestic violence.

2,031

Seniors

- Nutritious meals delivered to their door
- Food bank access
- Mental health hotline
- Rehabilitation counselling

2023

COMMUNITY IMPACT



CAPACITY & COMMUNITY BUILDING

STRATEGIC PARTNERSHIPS AND INITIATIVES 2023 - 2024

Our Community Fund also helps support many capacity-building, community planning and strategic initiatives outside of our directly funded programs and services.

United Way mobilizes collective impact and promotes sustainable long-term change by investing time, resources, expertise and funding in strategic partnerships and initiatives.

When donors choose to support our Community Fund, they are investing in local capacity-building, social innovation, and collective impact.



United Way is proud to support collective-impact and community capacity building through a number of short-term and ongoing projects, round-tables and programs not captured here. See our website to learn more about how United Way builds community by mobilizing collective impact. www.unitedwaycentral.com

FINANCIALS

YEAR END MARCH 31, 2024

FOR OUR FULL FINANCIAL STATEMENTS, PLEASE VISIT WWW.UNITEDWAYCENTRAL.COM/FINANCIALS/

211 NEW BRUNSWICK

211 is a free, confidential service that connects people to critical social and community support. 211 is the front door to government and community services, helping people navigate the complex network of programs and services quickly to find what they need for their unique situations. 211 is accessible 24 hours a day, in 170 languages.

Since launching in Oct 2020, the phenomenal 211 Community Navigators across New Brunswick have answered over 35,000 calls, and connected New Brunswickers to the critical human, social, community, and government support they needed when they needed it most.

In October 2021 the 211 NB Website was launched and allows users to search a broad range of topics based on their location such as housing, mental health and addictions, and food resources. Over 88,000 users have accessed the 211 NB website since its launch.

New Brunswickers Connected with 211
51,683 times since launching



1525
Emails



608
Chat

Types of Needs Identified



33.3%
Housing

Our 211 system tracks the types of issues people seek help with and how often others also have the same need.



10.7%
Information Services

Data about need type can tell us a great deal about the challenges facing people in our community and where additional resources may be needed.



9.5%
Income

These are key needs based on 211 caller data collected from April 1, 2023 - March 31, 2024.



8.8%
Health



Children deserve financial support. If a child's parent is not paying the required amount, there is help available to enforce child support orders.

A 211 Community Resource Navigator received a call from a woman. She let the Community Resource Navigator know that she was not receiving any child support from her ex-partner. She was at a loss of what to do, and did not know whom to contact for help with this important financial and legal matter.

The Community Resource Navigator let the caller know that she wanted to help, but would first need to ask some questions to find the right place to help her. The caller readily agreed. The Community Resource Navigator asked if the caller had gone to court to obtain a child support order, and the caller replied that she had. The Community Resource Navigator needed to know this in order to make the correct referral.

The Community Resource Navigator let the caller know that she could contact the Office of Support Enforcement (OSE) for information and assistance with enforcing child support orders. The caller took down the information and said that she would contact them right away.

SONGS OF THE CITY



Songs of the City is a special evening of compelling speakers and songwriters that tells the transformative stories of everyday people whose lives have been impacted because of your ongoing support of United Way. In January, Songs of The City 2024 presented by BMO Private Wealth was held at the Fredericton Playhouse, to a crowd of over 300.

Each individual storyteller is matched with a local musician to tell their personal story through both words and song. Songs of the City is presented in partnership with St. Thomas University and Shivering Songs Festival.



We heard transformative stories from 12 Neighbours Community, AIDS New Brunswick, Fredericton Public Library and The Gaia Project. Each local musician was given the opportunity to chat with the storytellers ahead of time to get a sense of their story and to be able to write a new song that represented this person's personal story. We were thrilled to have local musicians Quinn Bonnell, Catherine Kennedy, Alan Jeffries, Oscar Tecu, and The Olympic Symphonium as our companions to our storytellers.

We're incredibly grateful to our partners and sponsors BMO Private Wealth, St. Thomas University, The Fredericton Playhouse and Shivering Songs for their support.



SMILE COOKIE WEEK

Smile cookie week is a partnership with Tim Horton's that has been ongoing since 2016. Each year Tim Horton's designates specific Tim Horton's locations to a specific charity or nonprofit to receive all the proceeds from their Smile Cookie Week Campaign. This year in addition to their famous blue and pink smile cookies they also sold smile cookie collectible pins. This year, we were designated to receive all proceeds from the Smythe Street Tim Horton's (a VERY busy location in Fredericton). We kicked off the week, ensuring our friends at local radio stations were supplied with lots of cookies to help support the event's promotion. Kate and Jenn were also out and about during the week, surprising our local agencies with boxes of Smile Cookies to thank them for all their hard work on the front lines of our community. Cookies are always welcomed with such a SMILE! This year with your support we raised over \$7,300! That's a LOT of cookies! We look forward to increasing this amount next year and continuing to designate this money raised to kids and youth programs supported by UWCNB.



DAY OF CARING



Our annual community-based volunteering event, Day of Caring, exceeded expectations. Each year, dedicated workplaces sign up to complete on-site projects and care packages for local non-profit agencies in Fredericton, Oromocto, and surrounding areas. Over 100 volunteers from 14 workplaces volunteered their time on May 26 to support 12 of our local agencies with cleaning, organizing, moving, gardening, and demolition. United Way's stewardship provided over 400 volunteer hours—the equivalent of over \$10,000 in skilled labour. On top of that, seven workplaces created care packages so agencies could supply their clients with food and snacks, comforting items, and hygiene kits.



Day of Caring enables our agencies to offer much-needed services to their clients and allows clients to thrive in these important spaces. United Way is proud and grateful to engage workplaces invested in supporting their neighbours in the community.

“

“Taking part in United Way's Day of Caring gives me a great sense of purpose and meaning. It's an opportunity to give back to my community and to learn about so many non-profit agencies and the services they provide that I didn't know existed. Thank you for allowing us to participate and contribute. I look forward to the Day of Caring each year because every project takes me to a new location to learn and make a difference in my community.”

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FOOD FOR ALL NB

2023-2024 brought continued transition to Food For All NB, along with challenges and opportunities for food systems resilience. Throughout the year, in partnership with champions and actors across the province, Food For All remained committed to advancing food security through its vision of a New Brunswick that is informed, connected, and engaged in food security for all.



HIGHLIGHTS FROM 2023-2024



1. Atlantic Food Action Coalition (AFAC) Founding Member & 2024 Dig 2.0 Conference

The 2022 Dig-in Food Summit sparked the creation of an Atlantic Canadian alliance of food systems leaders. Following the summit, Food For All co-organized a three-day event at Thinkers Lodge, leading to the formation of the Atlantic Food Action Coalition (AFAC), an incorporated non-profit with representatives from all four Atlantic provinces. As a founding member, Food For All supports AFAC's mission to foster a collaborative Atlantic food system. The coalition is now planning Dig In 2.0 for later in 2024.

2. What the Food?! Migrant Workers in New Brunswick

This episode of What the Food?! was intended to raise awareness of the experience of Migrant Food Workers in NB, with speakers from the Migrant Workers' Alliance for Change, reaching 141 participants. *"This is exactly the kind of topic that helps me be more effective at my job. Please continue your good work!" Participant Survey Response*



3. What If? Exploring an Alternative Federal Budget

In partnership with Community Food Centres Canada's Poverty Action Unit, the vision for positive food systems change through an "Alternative Federal Budget" reached 74 participants. *"I will ensure to include some of Anthony's data elements to help create a better NB picture of food poverty."* - Staff Member, New Brunswick Health Council

4. Pride Profiles & Honoring Mi'kmaq Language

In June, for National Indigenous History Month, the team highlighted Mi'kmaq food words to honor the language and culture. During NB's Pride Month, Food For All amplified the voices of three queer farmers, gardeners, and environmentalists, celebrating their passion and dedication.



5. Connecting the Dots on School Food in NB - Provincial Conference Call

Food For All convened 149 participants in December, 2023, to connect on the topic of school food in the province, and to help address some of the growing questions related to the Department of Educations' \$2M investment in school food programs and funding. Ultimately, the call has led to the development of the NB School Food Coalition, formed in 2024 with the support of 29 partner organizations and departments in NB and Canada.

FOOD FOR ALL NB

6. Communications & Engagement Numbers

Food For All's monthly newsletters kept a highly engaged audience, providing valuable tools for food champions and partners across the province. Special editions highlighted key topics such as PRIDE Month in agriculture, school food, Truth and Reconciliation, and food and climate change ahead of COP 28.



7. By The Numbers; Food Systems Engagement in New Brunswick in 2023-2024

Public Event Participation	Website, Food Programs Map (FPM), Resource Directory (RD)	Communications & Social Media
Dig In Collaboration & Thinkers Lodge Event: 49 Student Leadership in School Food: 84 What the Food?! Migrant Workers in NB: 141 What If? Exploring an Alternative Federal Budget: 74 Connecting the Dots on School Food in NB - Provincial Conference Call: 149 Food Security Actor & CFM Connection Calls: 44 Total Event Participants: 541	Food For All Website Visits: 28K Resources Downloaded: 713 Community Food Mentor Website Visits: 599 FPM Added: 49 Visits: 1.8K RD Added: 32 Visits: 2.1K	Newsletter Subscribers: 1,154 Average Readership: 65% Total Newsletter Reads: 12,377 (across 17 publications) Facebook Groups (Local Food Security, Indigenous Food Sovereignty, Food Gardening) New Members: 383 Social Media Reach (Facebook & Instagram) Reach: 14,693

FOREVER FUND

The Forever Fund is the Endowment Fund of United Way Central NB that was initially seeded by a bequest from Franklin F. Creighton in 1989. Since then, generous donors have allowed the endowment fund to reach and exceed the \$3,000,000 goal initially set out in the organization's infancy.



The Forever Fund is dedicated to providing long-term support to United Way Central NB year-after-year. This fund will provide a substantial annual donation to United Way Central NB for many years to come. With a future that is sure to be riddled with unknowns, Forever Fund is focused on helping to



provide a stable outlook for our community by ensuring United Way Central NB can continue their meaningful work funding local Programs and mobilizing our community towards a better tomorrow.

COMMUNITY GENEROSITY

Employee Giving Campaigns

51 Workplace Employee Giving Campaigns

1,773 Employee Pledges

\$515,415 Funds raised through employee gifts and workplace special events



Corporate and Business Supporters

43 Corporate and Business Donors

10 Fund Matching Programs

\$284,919 Campaign Achievement



Leadership Donors

85 Leadership Donors

26 New Leadership Donors

\$202,079 Campaign Achievement





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