

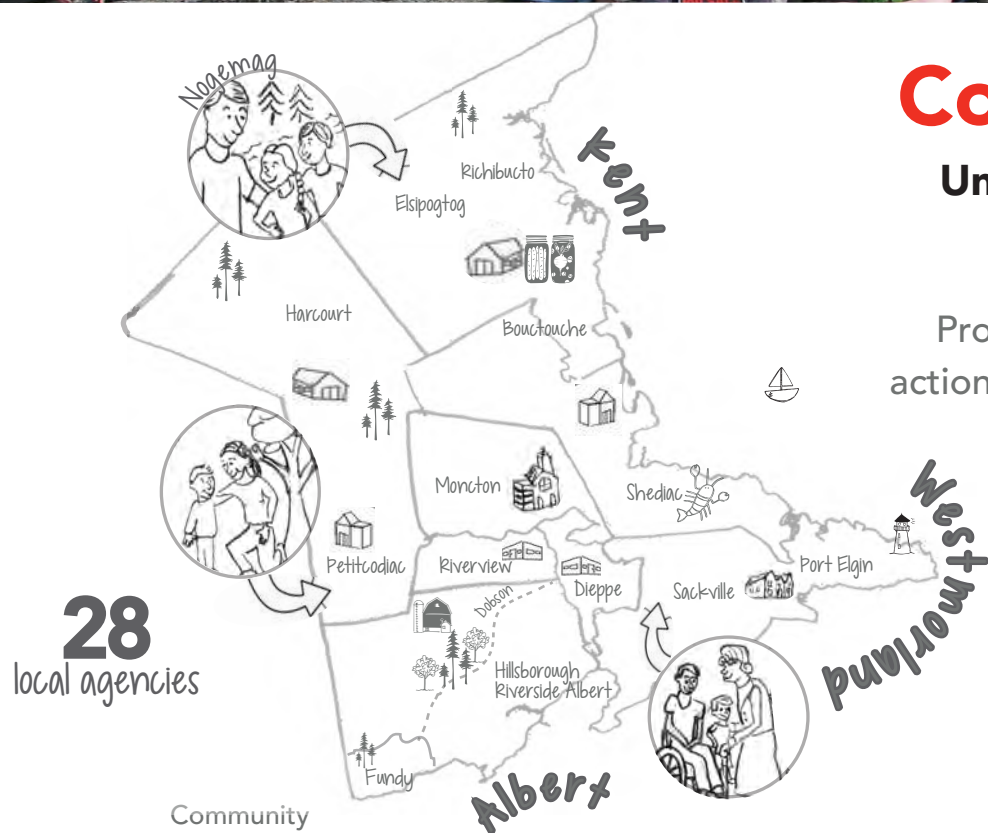


**United Way
Centraide**
Greater Moncton and
Southeastern New Brunswick

Community Impact Report

United Way GMSENB and partners are building stronger communities and people in Kent, Westmorland and Albert counties.

Progress depends on working together: coordinating our actions, measuring the same things and sharing what we learn.



3 United Way focus areas



New multi-year funding model is open to all registered charitable organizations in Kent, Westmorland and Albert Counties.

26 programs funded through 22 agencies.

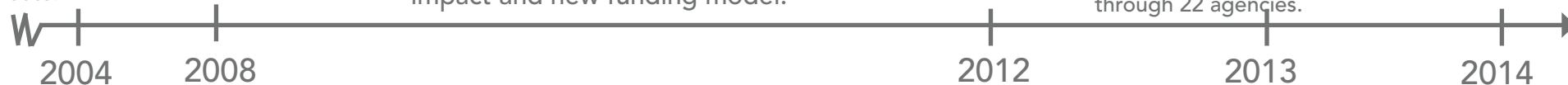
Funding allotted to 30 programs through 28 agencies.

New Executive Director hired with a community development mandate.

Community consultations lead to a decision to transition from funding only to a community impact agency.

2009-2012: Committees of volunteers work on the transition to community impact and new funding model.

Focus areas to guide work are adopted.



From poverty to possibility



Poverty is a complex set of stubborn, intertwined social issues. United Way is only one of many partners working together to address poverty in a meaningful way.



Let's look at just one piece of the puzzle where we are making a difference: food security. This is about having access to food that is nutritious, safe and culturally appropriate that helps us live a healthy life, maintains human dignity and sustains our environment.



In 2010 the United Way partnered with the Mapleton Teaching Kitchen to design and implement a Community Food Mentor (CFM) initiative to increase food security in Southeastern NB.

CFMs are people with knowledge, skills and a passion for food. They come from all walks of life including single parents, community agency staff, public health dieticians, farmers, retired seniors, chefs and young people.

Since 2011, eight CFM programs have been delivered in both rural and urban Southeast NB resulting in 100s of Community Food Actions (CFAs) large and small such as: fresh produce boxes; food bank, community and school garden projects; farmers' markets and collective kitchens.

CFMs in SENB have been the driving forces behind the creation of our region's two food security networks spanning our rural and urban geography and including our Francophone, Anglophone and First Nations communities.

I really enjoyed meeting other members from the community. I feel we will be able to work together to make a more food secure community.

~ CFM Participant

\$819.50
Monthly cost of a nutritious diet for a family of four living in Greater Moncton

~ Common Front for Social Justice

in 2013
19,989
people in NB were assisted by Foodbanks

~ Hunger Count 2013

33.2%
were children

~ Hunger Count 2013



Less than **45%** of youth, grade 6-12, and **37%** of adults in SENB eat 5 or more fruit and veggies a day.

~ My Community at a Glance 2014, New Brunswick, Community Profile Report (NBHC, 2014).

All that kids can be

United Way focuses on children and youth because research tells us that this is one of the most powerful ways to address the root causes of social problems.



Let's take connectedness and community involvement. A sense of connectedness has a critical influence on learning and the emotional and social development of young people. This is an important outcome as it includes positive social relationships with adults and peers at home, in school, and in neighbourhoods.



The United Way Youth First Committee is comprised of United Way funded youth-serving organizations as well as community, municipal, RCMP and school district partners.

The committee works to define common outcomes based on the Developmental Asset framework – the good stuff young people need to grow up healthy. Our guiding tool is research completed every 3 years through the Developmental Asset survey delivered in all Anglophone and Francophone schools in SENB.

The survey results are young people's self-report on what they have, what they need, and the future they long for:

- **76%** of youth say they get love and support from their families;
- **74%** of youth are optimistic about their personal future;
- Only **36%** of young people say they know how to plan ahead and make choices
- Only **34%** report having positive adult role models.

The United Way Youth First Committee is working collectively to improve these numbers; chief among the priorities is to provide the opportunity for more consistent, positive adult relationships.

“For young people to thrive and for relationships to deepen, we adults need to make sure they are learning new skills, because that really shows we care and this builds self-esteem.”

~Partner of Youth First



30% of young people in SENB, grades 6-12 report, “I know where to go in my community to get help.”

~ My Community at a Glance 2014, New Brunswick, Community Profile Report (NBHC, 2014).

Strong communities

United Way supports organizations that help vulnerable people and families by meeting basic needs, teaching life skills and building a sense of hope for the future.



United Way works in a variety of ways to help individuals and families build what they need to handle life's challenges and to achieve their personal goals.



It was wonderful interacting with coworkers on an equal level and experiencing first-hand the impact our efforts have on our community. A VERY rewarding experience!!

~Day of Caring Volunteer

The United Way Day of Caring® (DOC) is a program coordinated in your community by United Way. Its goal is to mobilize teams of corporate employees as volunteers to complete meaningful, hands-on projects that greatly assist local non-profit organizations and communities in the three counties of Southeastern New Brunswick.

2013 Day of Caring in Numbers



On June 7, 2013, over 600 DOC volunteers experienced what it takes to build strong communities in Southeastern New Brunswick. For example, 31 of these volunteers joined the Tantramar Family Resource Centre, Open Sky Cooperative and students from Mount Allison's Leadership Class. Working side by side with members of the community who experience barriers due to social, developmental or mental health challenges, they completed gardening projects and shared a meal together.

When people feel they belong, and can connect with others to get the formal and informal support they need, our communities are even stronger.

80% of Day of Caring® volunteers reported feeling a stronger connection to their community.



United Way Community Impact Mission:

To improve lives and build community by engaging individuals and mobilizing collective action



Community Impact:
Long-lasting community change that gets to the heart of the matter.

- Outcomes for individuals are changes in people’s lives that result from their participation in specific programs.
 - People are “better off” as a result of participation.



-The change can be dramatic or modest—such as finding a job or where to go for help.

- Community level outcomes or collective outcomes are lasting changes in the way a community functions.



-Everyone benefits, whether they participate in a specific program or not.
-Things like reduced poverty or increased volunteerism can only be achieved when lots of different people work together.

United Way is funding change with our community partners who are working in our **3 focus areas**. Each year they report on their work (outcome measurements) and how they are achieving their goals.

We ask them questions such as:

How much work did we do?
How well did we do it?
Is anybody better off?

In our role of building capacity in the non-profit sector, United Way provides year round support and training for agencies.

In 2013, Andrew Taylor, PhD, and industry expert in program evaluation worked with United Way and agencies to build our understanding and ability to report on community outcomes.

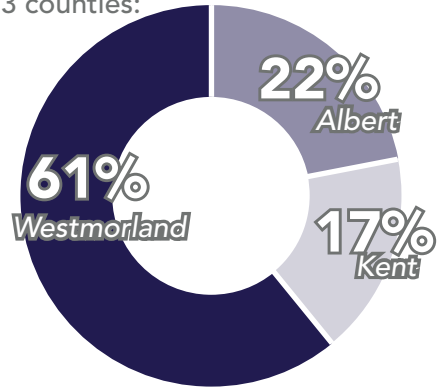
This will allow United Way to report on specific change in the community around our 3 focus areas on an annual basis.

United Way is working towards change in the community — some agencies are working towards community impact, some individual impact, but both are necessary to make Southeastern New Brunswick a stronger place.

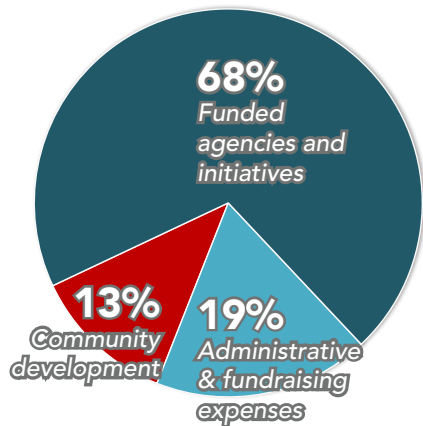


United Way is funding change in Southeastern New Brunswick through community partners committed to working in our 3 priority areas and consistent with our values and principles.

United Way funding commitment, to date, 2013-2016, through program delivery across the 3 counties:



Distribution of money raised:



For more information on these programs visit: www.gmsenbunitedway.ca

Poverty to possibility

Moncton Headstart	2013	2014	
Open Sky Cooperative		2014	2015
YWCA	2013	2014	2015

All that kids can be

AIDS Moncton	2013	2014	2015	
Anglophone East School District		2014	2015	2016
Big Brothers Big Sisters Moncton	2013	2014	2015	2016
Big Cove First Nation Wellness Committee	2013	2014	2015	
Boys and Girls Club of Dieppe	2013	2014	2015	
Boys and Girls Club of Moncton	2013	2014	2015	
Boys and Girls Club of Riverview	2013	2014	2015	
Canadian Mental Health Association	2013	2014		2016
CNIB	2013	2014	2015	2016
District Scolaire Francophone Sud	2013	2014	2015	
Le Centre de Ressources Familial de Kent	2013	2014	2015	
Maison des Jeunes	2013	2014		
Moncton Headstart	2013	2014	2015	
Petitcodiac Boys and Girls Club	2013	2014	2015	

Strong communities

Ability NB		2014	2015	2016
Ability Transit	2013	2014	2015	
Beauséjour Family Crisis Resource Centre	2013	2014	2015	
Cavalier Riding Club		2014		
Crossroads for Women	2013	2014	2015	2016
Moncton Community Chaplaincy	2013	2014	2015	
PEDVAC	2013	2014	2015	
Southeast Deaf and Hard of Hearing	2013	2014	2015	
Support to Single Parents	2013	2014	2015	
Tantramar Family Resource Centre	2013	2014		
VON		2014		
Volunteer Centre of Southeastern NB	2013	2014	2015	
YWCA	2013			



Every year United Way builds on this list of community partners through United Way funding applications. The next funding application process will open in the spring of 2014.

“Social problems and their solutions arise from the interactions of many organizations within a larger system.”

Channeling Change: Making Collective Impact Work, Hanleybrown, Kramer and Kania.



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