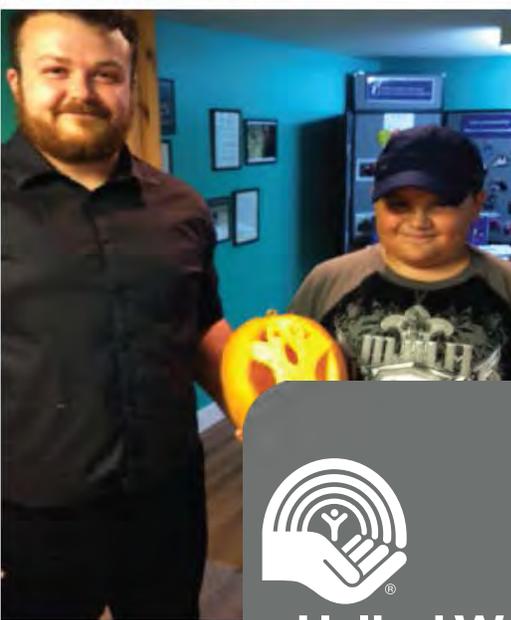


Together, we are possibility.



United Way

2015

# Community Impact Report

United Way of Greater Moncton and Southeastern New Brunswick Inc.  
22 Church Street, Suite T210 | Moncton, NB | E1C 0P7 | 858-8600  
www.gmsenunitedway.ca



## MISSION

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

United Way is creating opportunities for a better life for the people in Southeastern New Brunswick. We build community impact in 3 key areas – **From poverty to possibility**, **All that kids can be** and **Strong communities** – to create change that gets to the heart of the matter.

**No problem is easy to solve. This is how we use our knowledge and expertise to change people's lives.**



### Collaborate:

We work together to tackle key social issues and underlying causes that affect our community.



### Invest and Strengthen:

We invest in and work with more than 28 agencies to provide 30 programs with the resources needed to strengthen the community and create change.

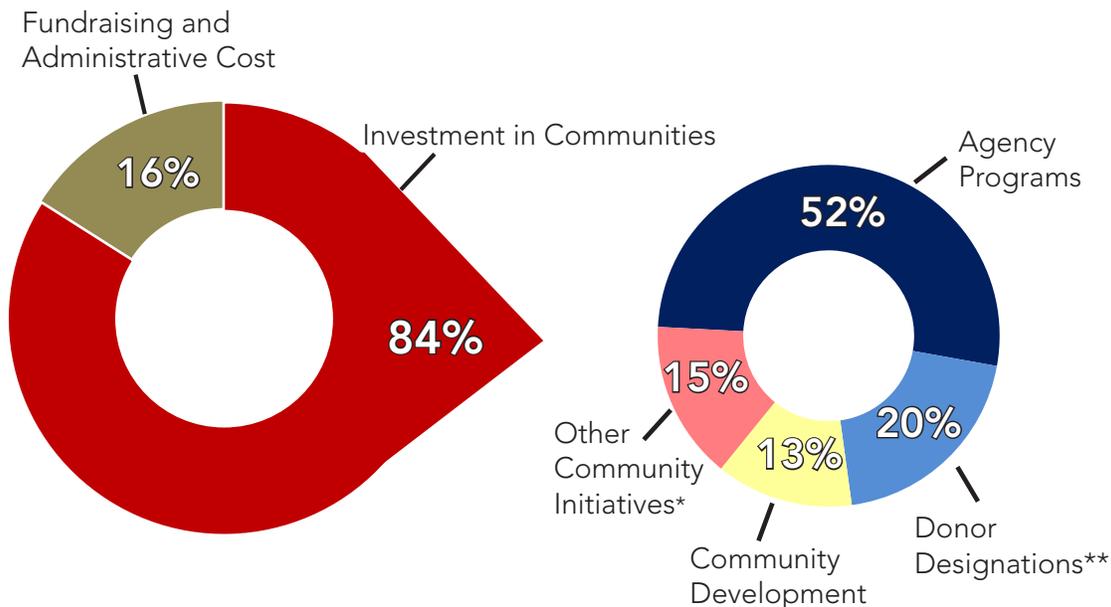


### Capacity Building:

We build capacity in the non-profit sector by providing year round support and training for agencies.



## How dollars raised were distributed in 2015:



**Our Fundraising & Administrative costs combined totaled 16%, well below the Canada Revenue Agency (CRA) allowable 35%.**

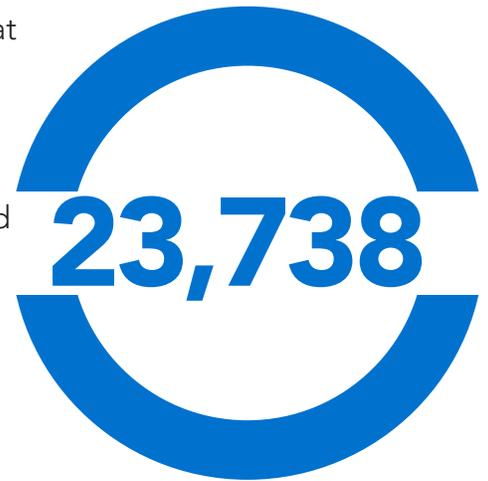
\*Other Community Initiatives include the Day of Caring, Peer Supported Housing, Community Inclusion Network, Food Security Initiatives, Capacity Building for the non profit sector, and other United Way Community initiatives.

\*\* Some of our donors give their entire gift to the United Way Community Fund, while others ask that a portion or their entire gift go to support other charities through donor designation.



The percentage of children (Kindergarten to Grade 5) who did not eat breakfast with a parent or guardian.<sup>1</sup>

The number of individuals who used food banks in Greater Moncton this past year.



16.5% of New Brunswick households experience food insecurity. That's over 49,400 individuals.<sup>2</sup> There are gaps in our community. These gaps threaten to undermine the long-term vitality and progress of our communities, affecting all of us.



The estimated number of individuals in Greater Moncton who are at risk of homelessness, while 780 unique individuals are staying in shelters.<sup>3</sup>

The percentage of seniors in New Brunswick living alone.<sup>4</sup> These individuals are at risk of social isolation.



1 Source: New Brunswick Health Council: Provincial Fact Sheet 2013 -2014 New Brunswick Student Wellness Survey - Kindergarten to Grade

5 Social Relationships and Environments.

2 Source: Tarasuk, V., A. Mitchell & N. Dachner. 2014. Household Food Insecurity in Canada, 2012. Toronto: Research to Identify Policy Options to Reduce Food Insecurity (PROOF), p.9.

3 Source: Experiencing Homelessness: The Eighth Report Card on Homelessness in Greater Moncton, 2015, Greater Moncton Homelessness steering committee.

4 Source: My Community at a Glance 2014, New Brunswick, Community Profile Report (NBHC, 2014)



# \$700,494

The amount invested by United Way of Greater Moncton and Southeastern New Brunswick this year to provide opportunities for our communities' children and youth to realize their full potential.

# \$385,250

United Way of Greater Moncton and Southeastern New Brunswick's total annual investment in building strong and healthy communities in support of our most vulnerable people.



**Your donations  
are helping to close  
these gaps.**

With your support, we are bridging the gaps to create opportunities for a better life for everyone in our communities.



# 28

The number of community agencies supported by United Way of Greater Moncton and Southeastern New Brunswick in 2015, helping to improve lives within our region.

# \$117,500

The amount invested in programs and community impact initiatives funded by United Way of Greater Moncton and Southeastern New Brunswick to support basic needs and help people move from poverty to possibility.



# From poverty to possibility

## We focus on:



Food security



Collaboration and collective impact



Employment and life skills

18,986

The number of people in New Brunswick who were assisted by food banks in just one month (March, 2015).<sup>1</sup>

In 2015, United Way and partners helped an estimated **460** people in Southeastern NB begin the transition from poverty to possibility by long-term investments that help people gain skills and have access to good food.

# All that kids can be

## We focus on:



Engagement in learning



Emotional and physical well-being



Connectedness and community involvement

2<sup>nd</sup>

The rank of mental illness as a cause of disability and premature death in Canada.

**YOU Turns** is a Collective Impact Initiative in schools and in the community that is working at uncovering complex problems around mental health and connecting youth to caring adults and services.

# Strong communities

## We focus on:



Connecting individuals and families to supports



Transportation



Neighborhood and community engagement

1,000km

The amount of kilometers New Brunswickers travel more per year than the Canadian average.<sup>2</sup>

In 2015, United Way and partners provided **790** individuals with reliable and affordable transportation.

# From poverty to possibility

## Did you know...

**1 in 8** Southeastern New Brunswickers are living in poverty.<sup>1</sup>

United Way and partners provided programs and services to individuals with limited financial resources to help them have adequate access to healthy, nutritious foods.



**38** Collective Kitchen classes held.  
**142** participants given the opportunity to prepare low cost meals that are portioned for them to take home and freeze.  
**896** portions were prepared.



**66** Teaching Kitchen classes held.  
**159** participants learned practical cooking skills and healthy eating practices.  
**96** recipes were prepared.



"If it wasn't for these programs, I wouldn't eat at the end of the month!" Collective Kitchen and Teaching Kitchen participant.

**196** individuals in Southeastern New Brunswick participated in programs to help build skills around food



Increasing the knowledge around healthy food choices



Decreasing spending on food through participation in programs like Fresh for Less healthy food boxes

**In 2015, 941 people (in Greater Moncton) participated in monthly Fresh for Less, healthy food boxes.\***

## You gave confidence...

Individuals living in poverty or living with limited financial means may find it difficult to step outside their comfort zones, or to ask for help. Thanks to your donated dollars to the United Way Community Fund, the Mapleton Teaching Kitchen is able to offer programs, services and a place for participants to feel comfortable enough to be themselves and ask for help when they need it.

Notably, a participant at the Mapleton Teaching Kitchen was comfortable enough to ask how to prepare spaghetti squash. She had seen it in the grocery store but was afraid to purchase it as it was expensive and she wasn't sure how to prepare it. The Teaching Kitchen gave her the confidence to ask for help and she learned how to cook the squash. Soon her interest in cooking grew and she continued to learn to make even more new, healthy foods!

Her confidence has grown so much so that she now truly enjoys cooking for her family. She is not afraid to ask questions or for advice and now plans to volunteer at the Mapleton Teaching Kitchen in the future.



**...So that someone could gain a new, healthy life.**

# All that kids can be

## Did you know...

**16%** of children in grade 4 and 5 have a low level of mental fitness, which puts them at risk for future mental health issues.<sup>1</sup>

10-20% of Canadian youth are affected by a mental illness or disorder.<sup>2</sup>

In 2015, United Way Community Fund dollars helped **213** youth who were struggling with mental illness.



## Giving kids a place to be kids.

**2,661**

The number of kids who were provided with a place to go after school or in the evening to connect with their peers, be themselves and get the support they need to grow in a positive way because of the dollars donated to the United Way Community Fund.

United Way and partners were able to provide **337** children and youth with a positive role model they could look up to.

## You gave opportunities...

United Way and partners are connecting children to positive role models – a perfect example of a positive adult role model relationship is the story of Daya and Lydia. Daya is a young girl from a single parent family, and Lydia is a bright, young adult in university, volunteering her time as a Big Sister.

Lydia and Daya spent around 4 – 6 hours a week together, doing all kinds of educational activities. After a few months of spending time together, Lydia discovered through observation and interaction with Daya that Daya struggled with literacy and didn't understand the importance of healthy eating and exercise. They began having healthy snacks together and started participating in physical activities. Their relationship was growing by learning, sharing and caring.

Even after receiving a scholarship to attend medical school in Halifax, Lydia and Daya remained in touch and Lydia's family were so attached to Daya that they continued to support her.

On top of all this, Daya who once struggled to read, now reads at her grade level and is as happy as can be!



...So that kids in our community can reach their full potential.

1 Source: My Community at a Glance 2014, New Brunswick, Community Profile Report (NBHC, 2014).  
2 Source: Fast Facts about Mental Illness: Canadian Mental Health Association.

# Strong communities

## Did you know...

**16%** of families in New Brunswick are single parent families.<sup>1</sup>

Being a single parent can often bring added stress and pressure. United Way is supporting work towards lessening the burden of single parents.

United Way and partners provided **320** single parents with support through programs and workshops.

**86%** of these individuals now feel more confident in their parenting abilities.



## Behind every changed life...



...is someone who made it **happen**.

*"These volunteers become your companions, your confidantes, and even your friends. They also bring comfort, an open-ear and lots of warmth."* Participant of a Volunteer Driver Program.

United Way and partners provided **291,369 kms** of affordable transportation for people in rural communities and/or people with severe mobility impairment.\*

## You gave freedom...

*Transportation plays a vital role in allowing us to be connected to our family, friends, supports and community. For individuals living with severe mobility impairment, finding affordable and reliable transportation can be difficult.*

*Kathleen, a 39 year-old proud mom and user of Ability Transit, speaks of the level of service and what it means to her. "After suffering a spinal stroke, my life and independence changed drastically. I am now in an electric wheelchair and Ability Transit is my only means of transportation. It is an invaluable service in my life. I rely on Ability Transit for doctor's appointments, banking, groceries, visiting friends and family and bringing my son to fun outings. As it's a door-to-door pick-up service, I'm able to access this service throughout the year regardless of weather, which is extremely important for my independence."*

*Thanks to the dollars you donated to the United Way Community Fund, Ability Transit is able to provide Kathleen and many others with transportation, allowing them to remain connected to their support systems.*



...So that someone could feel connected to their community.

# UNITED WAY COMMUNITY FUND: INVESTING FOR IMPACT



1 in 3

Southeastern New Brunswickers will be helped by a United Way funded partner in their lifetime.

The United Way Community Fund is made up of donations made directly to the United Way.

These funds are **invested locally** in our 3 focus areas:

- Poverty to possibility
- All that kids can be
- Strong communities

Here are some examples of how the Community Fund is helping local charities:



**Nancy J. Hartling**  
Executive Director,  
Support to Single Parents

"Families especially those experiencing separation and divorce have special concerns in their role as parents. The United Way Community Fund allows Support to Single Parents Inc. to provide a variety of programs/workshops and services to assist these families in gaining the skills, knowledge and support they need to improve the quality of life for themselves and their children. These programs help reduce conflict, build communication skills and provide effective parenting techniques for parents. Over 437 parents attended 54 of the programs/workshops supported by the funds received from United Way donors. Without these programs many parents would remain isolated and unable to access the services needed."

"As a charity in the Greater Moncton area, Moncton Headstart is thankful for the financial and non-financial support of the United Way of Greater Moncton and Southeastern New Brunswick. While the United Way plays a major role in supporting charities financially through their charitable campaign, equally as important is the non-financial support they provide. As part of a national and international network, the United Way of GMSNB has access to resources that support charities in many ways that we would never be able to source. By providing non-financial support such as training and workshops, as charities we can remain current with government regulations, standards and trends. This is a great value to charities. The United Way is a true partner in our community."



**Mary O'Donnell**  
Executive Director,  
Moncton Headstart Inc.

Local Giving. Local Results.

# Together, we are possibility.

Behind every changed life is someone who made it **happen.**

**You** are possibility.

In 2015 your dollars donated to the **United Way** Community Fund were invested in these agencies:



Anglophone East School District    Southeast Deaf and Hard of Hearing Service  
Crossroads for Women    AIDS Moncton  
Atlantic Wellness Community Centre    Moncton Headstart  
Ability NB    Volunteer Centre SENB    Petitcodiac Boys and Girls Club  
Dieppe Boys and Girls Club    CNIB    PEDVAC  
Moncton Community Chaplaincy    Big Brothers Big Sisters  
Support to Single Parents    District Scholaire Francophone Sud    YWCA    Tele-Drive Albert County  
Riverview Boys and Girls Club    Le Centre de Ressources Familiales de Kent  
Open Sky Co-operative Ltd.    Big Cove First Nation Wellness Committee    Ability Transit  
Beauséjour Family Crisis Resource Centre    Cavalier Riding Club    Maison de Jeunes  
Canadian Mental Health Association Moncton Branch    Boys and Girls Club of Moncton    Mapleton Teaching Kitchen (Moncton Headstart)

## United Way Centraide

The 2015 Community Impact Results come from an analysis of more than 30 reports received from our funded partners.

United Way would like to thank all of our funded partners for continuing to provide us with information we can use to show how United Way funded initiatives are making a difference in our community.

# THANK YOU!