



2017

# INVESTING FOR IMPACT



United Way  
Centraide

# A message to our community

"2017 has been a great year for our community and I am proud to be a supporter of and volunteer with United Way. Through collaboration, research, and relationship building, we continue to create better communities by partnering with agencies that positively impact individuals in our region. As our population increases so do the needs in our community with your help agencies can continue to provide the necessary services. I would like to extend my sincere thanks to our volunteers, corporate and public partners for your continued support in creating meaningful change in Southeastern New Brunswick."

- Robin Drummond, Chair of United Way Board of Directors



The United Way works throughout Southeastern New Brunswick to help agencies create real, meaningful change right here in our community. When I get the opportunity to meet some of the incredible individuals whose lives have been positively impacted thanks to our support, it makes me incredibly proud to be a donor and volunteer for United Way."

- Kirk Muise, United Way Campaign Chair

"I have been the Employee Campaign Coordinator for Rogers for 9 years, and it's one of the most rewarding roles I have. I look at the ECC role as a means to raise awareness about the impact that the United Way has on our community. As the ECC, I enjoy bringing a variety of opportunities to my colleagues, whether it is a volunteer opportunity at the Wildcats games, getting involved in the Day of Caring, or financially supporting the company's Give Together Campaign. These opportunities not only create awareness about United Way, but engage us with the dozens of agencies that they support. This enables us to learn more about the underlying community needs of these agencies. Plus, who doesn't love flipping grilled cheese sandwiches for a good cause?"

- Jennifer Wilson - ECC at Rogers



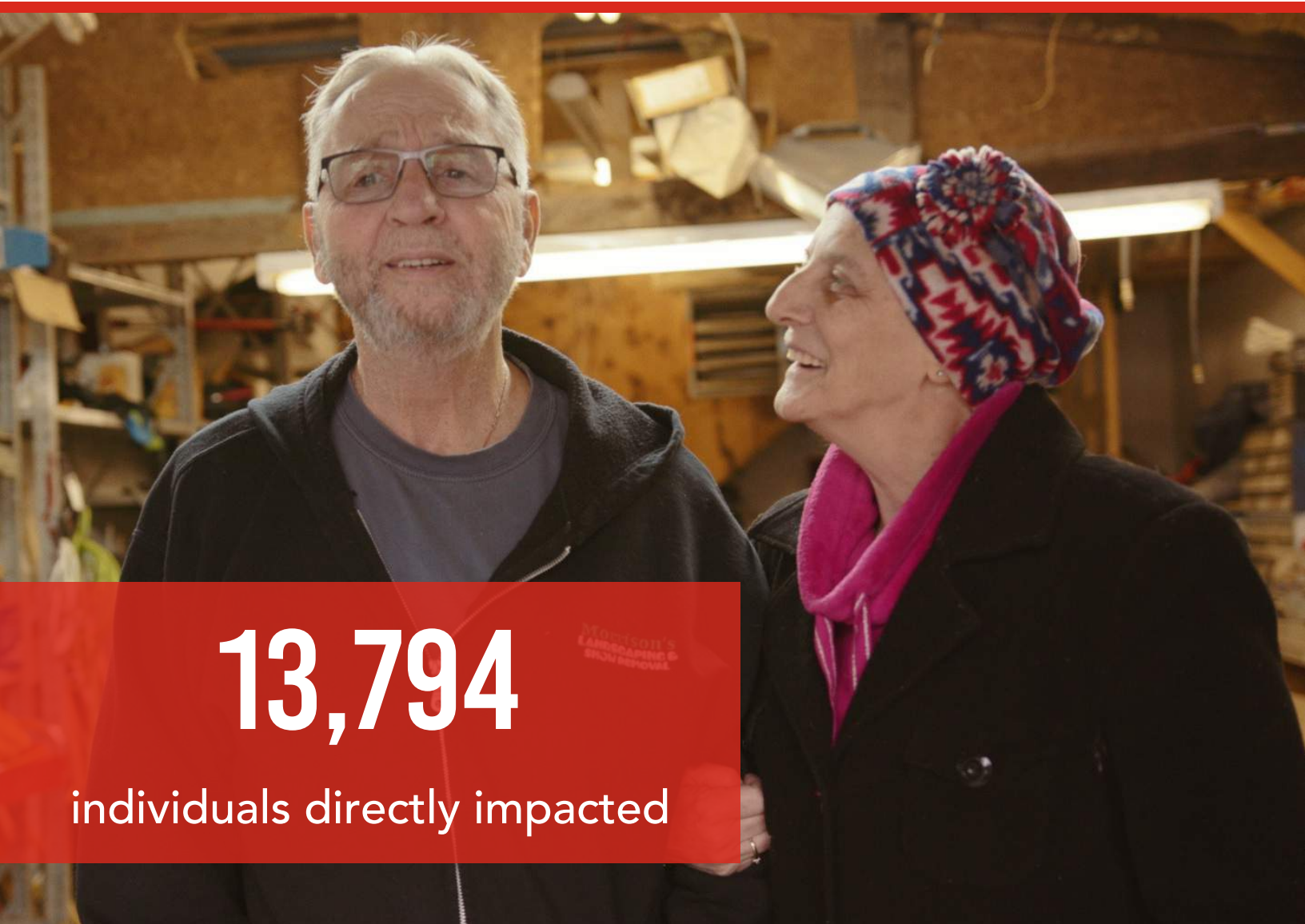


# 2017 Funded Agencies

- Ability New Brunswick
- Ability Transit
- AIDS Moncton
- Anglophone East School District
- Atlantic Wellness Community Centre
- Beauséjour Family Crisis Resource Centre
- Big Cove First Nation Wellness Committee
- Boys and Girls Club of Dieppe
- Boys and Girls Club of Moncton
- Boys and Girls Club of Riverview
- Cavalier Riding Club
- CNIB
- Crossroads for Women
- District scolaire francophone sud
- Maison de Jeunes
- Moncton Headstart
- Open Sky
- PEDVAC
- Petitcodiac Boys and Girls Club
- Southeast Deaf and Hard of Hearing
- Tantramar Family Resource Centre
- Tele-Drive Albert County
- Volunteer Centre of Southeastern NB
- Youth Impact
- YWCA

Key:

- All That Kids Can Be
- Strong Communities
- Poverty to Possibility



13,794

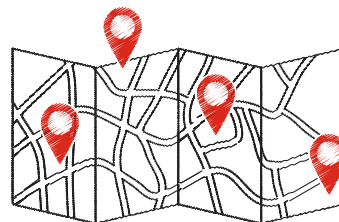
individuals directly impacted



Your donation looks like

# HELPING KIDS BE ALL THEY CAN BE

Children and youth in our communities are facing issues such as:



71% of youth do not know where to go in their community to get help.\*



21% of children are unprepared to start kindergarten.\*



50% of youth in grades 6 to 12 have been bullied.\*



Research tells us that helping kids be all they can be is one of the most powerful ways to address the root causes of social problems. United Way's efforts to help children and youth succeed fall within three investment strategies that are critical components of positive development.



**Together, we are improving outcomes through investments in:**

Engagement in Learning  
Connectedness & Community Involvement  
Emotional & Physical Well-being

\*Data retrieved from the New Brunswick Health Council 2016 Community Profiles.



The Creating Safe Spaces program has been such an amazing benefit to both my teens. After going just a couple of times, my eldest said it was the only thing he looked forward to all week. Shortly after talking to someone who gave me the advice to find a support group, we were fortunate to be able to find one close to home. That was just over 1 year ago and now, both my teens go every week.

We always try to parent our children with the priority being on our relationship, which trumps being 'right'. In doing so, we look for those things that make them shine, where they feel engaged, safe, trusted, happy and fulfilled. Just to be able to be part of a group where they are accepted fully for who they are is priceless. To make friends, to hear stories from people that are just like them or who have experienced things that they may face in the future is invaluable. Living and homeschooling in rural Canada doesn't really present the opportunity for meeting or befriending other trans or LGBTQ friends. The impact this has just for their social lives is huge and we are so grateful!

I feel so blessed that we have this available to us in our little province of New Brunswick and can't thank all the volunteers enough. I love to see the joy on their faces each week when the meeting is done and hope that it continues for all the local teens for a very long time.

- Bev Prestay



# 3,122

Youth were directly impacted in 2017.



**1,721** teachers, students and staff throughout Greater Moncton learned about sexuality, gender diversity and safe spaces.



**1,561** youth had a place to go after school where they could not only learn new skills, but also feel welcomed, accepted, valued and respected.



**295** youth accessed to mental health care from counsellors who understand and help teach positive coping skills.



**138** youth attended weekly safe space drop-ins.



**32** youth were able to attend weekly activities keeping them connected to their cultural identity.



**178** parents and guardians attended programming to develop their communication strategies and improve their parenting skills.



**51** children were able to work on their literacy milestones, better preparing them for school and life.



**87** children and youth reported a decrease in their feelings of shame and stigma associated with accessing mental health services.



**312** children and youth engaged in a program specifically designed to help them explore healthy and fun eating options.

# YOUTH IMPACT DRUG INTERVENTION PROGRAM



United Way provides funding for the Drug Intervention Program at Youth Impact. This program aims to reduce and ultimately eliminate substance abuse, conflict with the Youth Justice System, and social exclusion.

Youth Impact works with youth between the ages of 15 and 18 to move them from self-destructive behaviour (that emerges from the use of illicit drugs) towards constructive behaviour, pro-social thinking. Throughout this program, participants are working to improve their peer/family relationships and moving them towards the adoption of a healthier system of values.



**38** youth had their first meeting with the Drug Intervention Program within the first two weeks of their referral date.



**19** youth have developed a resume and have used it to successfully gain employment.



**32** youth are active participants that completed the intake process and have a directional plan within the first 3 to 4 meetings.



**24** program participants have decreased or abstained from their drug use.

## DO YOU KNOW WHAT YOUR DONATION LOOKS LIKE?

When Jane was referred to Drug Intervention Program (DIP), she was in an abusive relationship, dealing with family issues, homeless and using marijuana daily. During her participation, Jane actively worked with staff to learn more effective ways to deal with the issues affecting her life, and she gained a better sense of self-confidence and self-worth.

Within two weeks, she was connected to the Transitional Housing program, which provided her with a safe and nurturing place to live.

"Jane achieved her goal of cutting down and eventually abstaining from her drug use."

By the time she completed DIP, she was able to remove herself from the abusive relationship, she reconnected and improved the relationship with her family, and now has regular contact with her mother and sister. Jane achieved her goal of cutting down and eventually abstaining from her drug use. Although she faced many challenges along the way, Jane has made some significant gains in her life and has moved on from the program with a new set of goals that she is actively pursuing for her future.



"Now I am a new and stronger person and I couldn't have done it without the help of the Drug Intervention Program staff. I have learned to solve problems and I no longer use pot thanks to the help of the staff." - Jane

\*The person depicted in this photo is not Jane.





# Your donation looks like

## BUILDING STRONG COMMUNITIES

Individuals in our communities are facing issues such as:



12,230 individuals faced transportation challenges getting to healthcare services when needed.\*



35% of the adult population feels like they don't belong in their community.\*



1 in 5 women experience some form of abuse in their intimate relationship.\*\*



22% of individuals in Southeastern New Brunswick are living with a disability.\*



Strong connections and opportunities to get involved in community organizations help create vibrant neighbourhoods and communities. United Way works in a variety of ways to help individuals and families build the assets they need to handle life's challenges and to achieve their goals.

**Together, we are improving outcomes through investments in:**



Connecting Individuals & Families to Supports  
Neighbourhood & Community Engagement  
Personal Well-Being and Safety  
Organizational Capacity Building

\*Data retrieved from the New Brunswick Health Council 2016 Community Profiles.

\*\* Data retrieved from Family Violence in Canada: A Statistical Profile, Statics Canada 2011.



I have been a client of Ability Transit for the past 9 years, starting when I first moved to Moncton in August of 2008 for college. In fact, one of the primary reasons I moved to Moncton in the first place was because of the lack of available transportation in Petitcodiac.

When I first started using them, one of my initial observations was how friendly and helpful the drivers were. Even today, Ability Transit is still a large part of my life, as they bring me to the meetings of certain committees that I am on, as well as help me maintain independence and an active social life.

Without the encouragement and support of United Way, Ability Transit wouldn't be where it is today. You help give people more independence in cooperation with Ability Transit.

- Kourtney Stevenson



# 1,608

Individuals were directly impacted in 2017.



**13,000** trips were taken to help individuals with a mobility disability get to their appointments, and pick up their essentials.



**820** people were able to get to where they needed to go (doctor's appointments, therapy, food security, etc.) when they weren't able to get there on their own.



**245** women who are leaving dangerous situations are more knowledgeable about family violence and have completed a safety plan to guide them.



**76** individuals participated in Life Skills sessions, educational programming and outside service programming offered by YWCA.



**31** seniors worked 1 on 1 with a rehabilitation counsellor to develop action plans to help them stay independent and part of their community.



## \$159,830.58

worth of volunteer hours were invested during the 2017 Day of Caring to help our community.



**42** youth with hearing impairments are learning ASL and new technological skills to help them stay connected to their community and peers.



**\$17,000** was invested in **89** community projects to help repair, beautify and grow our neighbourhoods during Day of Caring 2017.



**1,022** individuals volunteered over **7,532** hours with United Way in 2017 to help our communities.





"The Life Skills program has given me my life back; it gave me confidence and support. Thank you for giving me hope." - Blanche



# DO YOU KNOW WHAT YOUR DONATION LOOKS LIKE?

In the winter, I experienced severe depression. My doctor had to put me on sick leave from my work at the nursing home. I lost everything. I just wanted to die. I was lucky enough to have a supportive boyfriend at the time which was new to me. He tried his best to understand what I had gone through in life, but I needed more professional help. When I was in my parent's home crying desperately for help to come to me in any form possible, my sister helped me find any resources available in the Greater Moncton Area. We found a few different ones, but the YWCA Moncton offered something the others didn't: a safe space exclusively for women. The day I walked into the YW, I felt nervous, anxious, depressed, hopeful, and grateful.

I was immediately greeted and surrounded by several women who encouraged me to express myself freely and share my story. In this room, I did not feel judged. Rather I felt safe, respected and loved.

"I felt for the first time in my life, that finally there was hope and I could see the light. I felt that I was going to be surrounded and guided by other women, perhaps with similar life stories that I could learn from."

Upon my introduction, I was shown the program schedule and immediately noticed the Life Skills program. There were also other programs available which made me extremely excited and happy like Community Cooking, Colour Me Happy, Nail Day with Bobbi-Jo, Marvelous Monday, Guest Speakers, Fun Friday, and Taking Care of Me. Self-care is something that I never thought much of, but after participating in this program I learned, if you don't take care of yourself first, you can't take care of anyone else.

"The YWCA saved my life. When I felt like there wasn't anywhere to turn to because all other organizations in the Greater Moncton Area put me on waiting lists, refused me, were unavailable or closed their door in my face, the YWCA accepted me with open arms."

Coming to Life Skills for the first time was exciting. I met Natalie, the facilitator and immediately felt a connection. There were other women in the room sharing and I finally felt I could relate. The activities we participate in during the Life Skills sessions help me tremendously. It makes me look at myself and accept who I am. It is very hard, yet rewarding at the end of the day.

I like that there are exercises that we can bring home to work on in our own time. Often, we make crafts or use colourful markers, pages or stickers and it helps me reconnect with my inner child and comfort her. It also inspired me to pursue my creativity as an artist through photography, writing journals, painting and expressing myself. The personal journey I have taken through these programs gave me the courage to apply to college. I was even accepted into the Educational Assistant program so that I can pursue my dream of helping children and youth.

The Life Skills program has given me my life back: it has given me confidence and provided me with support. Through its free classes and routine schedule, it has helped me get my life back on track. The YWCA offers support from amazing, powerful women and staff with relatable life experiences, professional training, humour, and big hearts.



Your donation looks like

# MOVING PEOPLE FROM POVERTY TO POSSIBILITY

Individuals in our communities are facing issues such as:



28,840 individuals in our community are living in subsidized housing.\*



12% of the population live in homes facing food insecurity.\*



On average, it costs \$780 a month for full time child care.\*\*



Poverty is a complex set of stubborn, intertwined social issues. United Way is one of the partners working together to address poverty in a meaningful way. Interventions funded through United Way fall within three broad outcomes that help people experiencing poverty build skills, develop plans and prepare for a better future.

Together, we are improving outcomes through investments in:



Food Security & Housing Stability  
Employment & Life Skills  
Collaboration & Collective Impact

\*Data retrieved from the New Brunswick Health Council 2016 Community Profiles.

\*\*Data retrieved from the Child Day Care Services Annual Statistical Report 2016-2017, Government of New Brunswick.



I have a rare disability called partial trisomy 21, which for me is a learning disability.

This has made it hard to manage money and time, hold down a job and build a support network for myself.

5 years ago I joined Open Sky. Since then, they have helped me take control of my life, start my own business and have given me a sense of belonging in my community.

Now I am proud to be a volunteer, a participant and a board member at Open Sky.

- Christian Watts



# 1,153

Individuals were directly impacted in 2017.



**1,407** meals were prepared in collective kitchens to help **262** program participants gain independence and learn new skills.



**809** people were able to access fresh fruit and vegetables at affordable prices, thanks to Fresh for Less.



**297** participants reported being able to prepare new recipes with new foods at home.



**7** women learned how to sew and sold their creations to help them gain financial independence.



**55** food bank clients are able to grow and preserve their own food.



**2,400** pairs of mittens were sewn from recycled materials.



**1,500 lbs** of tomatoes were harvested from the community Garden of Hope.



**750** servings of spaghetti sauce were handmade by volunteers with locally grown ingredients and donated to the local food banks.

## 8

program participants are working or volunteering in local businesses, or are self-employed in their own businesses.



# DO YOU KNOW WHAT YOUR DONATION LOOKS LIKE?

Valerie began working for Wool to Wishes (W2W) as a wool cutter during August 2014. When she first came she made no eye contact, paid little attention to her appearance, and was obviously uncomfortable talking to us. Valerie was living on income assistance and receiving approximately \$540 a month. She depended on the food bank on a regular basis. After Valerie received her first monthly paycheque of just over \$200, she came into the office excited to tell us what she had purchased. She bought a box spring and mattress at PEDVAC (she had been sleeping on the floor), paid for some gas for her son's car (the first time she had ever been able to assist him), and used the remainder to purchase groceries. Valerie already displayed signs of improved self-esteem as she increased eye contact and seemed quite comfortable talking about her purchases.

Valerie continued to work part-time for W2W and each month we watched her self-esteem grow as she paid more attention to her appearance and interacted with the other staff members. She volunteered to assist at two craft shows where the mittens were being sold.

"Her eyes sparkled and her smile was huge as she talked about what she had accomplished."

She was so proud that she contributed to a beautiful end product and worked hard talking to customers explaining how the mittens were made and her part in the process. In July 2015, Valerie volunteered at a canteen that PEDVAC was having to raise money for programming. Her quick thinking and cheerfulness caught the attention of another volunteer. That individual was looking for an employee for their vineyard and offered Valerie a full-time position. Valerie accepted and has been working there seasonally ever since.



Valerie continues to work part-time for W2W and volunteers for PEDVAC whenever she can. Valerie has since become the lead hand at the vineyard, researching grape growing on her own time and showing wonderful initiative at her full-time job. The work entails long hours outdoors in all kinds of weather. They have snowshoed to prune the plants, but Valerie loves every minute of it. When her boss goes overseas for 2 months each year, Valerie looks after her house for her.

Over the years Valerie has made significant improvements. She has made efforts to improve her health by quitting smoking and making healthier food choices. With her full-time job, she has gained independence by leaving an abusive relationship, finding her own place to live, and purchasing a vehicle.

With her improved mental health, Valerie is full of plans for the future. She dreams of one day building a tiny house, knowing that for her, anything is possible.



# THANK YOU!

A huge thank you to everyone who made this incredible impact possible including all of our 2017 sponsors!





**United Way  
Centraide**

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Southeastern New Brunswick

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