

GOING DEEPER:  
**COMMUNITY IMPACT**  
IN 2023



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



# Helping Kids Be All They Can Be

United Way helps children and youth thrive by supporting programs that promote strong social, emotional and mental health.

## UNITED WAY FOCUSES ON:

- Connecting children and youth to supportive adults
- Helping children and youth build the life skills they need to handle life's challenges and thrive

**7,216 YOUTH**  
(AN INCREASE OF 1363 FROM 2022)  
**DIRECTLY ACCESSED PROGRAMS**  
**THAT HELP THEM THRIVE!**

“Watching my son from a distance, chatting and laughing with his Big Brother so naturally, I am convinced that there is magic involved. I could never have imagined how much of an impact this one relationship would have on our whole family.”

Joanne, a thankful parent of a Little at Big Brothers Big Sisters



## THE ISSUES

We know that too many children and youth in Greater Moncton and Southeastern New Brunswick are struggling at school, managing anxiety or depression, or simply feeling isolated and unsure about their future. We also know that specific groups of children, youth and families are more vulnerable than others. United Way is uniquely positioned to support the “upstream” community-based services that help these children, youth and families avoid the crises that lead to a need for emergency supports. With your support, and with our partners in the community, we can begin to address issues such as:

- 1 in 3 children and almost half of youth in SENB report that they are victims of bullying
- 29.4% of New Brunswick children live in food insecure households
- 60% of youth grades 4 and 5 in SENB do not feel close to people to their school, and only 31% exhibit high levels of pro social behaviours
- 29% of youth grades 6 to 12 in SENB have consumed drugs in the last 12 months

## THE IMPACT



**375** young people (100%) reported increased knowledge of positive coping strategies and setting counselling goals thanks to being able to access free counselling, an increase of 11% from 2022



**503** (up 41% from 2022) young children and youth victims of violence (96%) showed a decrease in physical signs of anxiety related to trauma thanks to accredited Justice Facility Dogs



**460** youth (94%) benefitted from participation in cultural activities, including Drum Group, Shawl and Jingle Dance, Aboriginal Day events, and Elder Programs, **even after a fire destroyed their youth centre**



**84** young people (90%) decreased or abstained from their drug use (15% more than 2022), and 59 young people, 5 more than in 2022 (63%) obtained employment during their participation in the Drug Intervention Program

# Moving People From Poverty to Possibility

United Way helps community members develop the capacity to build employment related skills, find family sustaining employment, and become financially secure.

## UNITED WAY FOCUSES ON:

- Ensuring people and families have safe, affordable, and adequate places to live with the necessary supports to maintain housing
- Helping people in poverty to find and maintain suitable work
- People and families living in poverty having access to healthy, affordable food to eat
- Connecting people living in poverty to the community

**2,518 PEOPLE**  
**WHICH REPRESENTS AN INCREASE**  
**OF 134% FROM 2022, DIRECTLY**  
**ACCESSED PROGRAMS TO MOVE**  
**THEM FROM POVERTY TO POSSIBILITY!**

“ Being at Open Sky and volunteering at the Food Bank is helping me learn life skills and possible job skills, and to build confidence in myself. It’s helping me be a better person. I feel fantastic, proud, and hopeful! ”

Nolan, Roots of Resilience participant



## THE ISSUES

Poverty is a complex set of stubborn, intertwined social issues. Many families in Southeastern New Brunswick are unable to meet their basic needs. They struggle to afford healthy food and to find good quality, affordable housing. With your support, and with our partners in the community, we can begin to address issues such as:

- 41% of adults and seniors in SENB identify their financial situation as being a reason for their daily stress
- There were 29,846 visits to New Brunswick food banks in 2023 - half of users are single, working age adults, many of which are employed with an average income
- 17% of SENB residents spend 30% or more of household total income on shelter costs.
- 45% of adults and seniors in SENB cannot afford to access mental health services
- Life expectancy in New Brunswick is declining

## THE IMPACT



**88** seniors (67%), down 37% from 2022, reported increased levels of independence, self-reliance and community participation as a result of the Seniors Rehabilitation Counselling Services



**187** individuals (100%), up 47% from 2022, in vulnerable circumstances (including homelessness) improved their overall health because they could access medical and other resources



**160** individuals (79%), down 15% from 2022 due to one less worker, were no longer in an abusive relationship due to the reduction of barrier/effects of poverty



**34** individuals who experience issues with mental health and chronic homelessness were provided housing with onsite support, plus 8 resident superintendents with lived experience



**11** individuals (65%), up 38% from 2022, with a disability reported they have enough income to maintain healthy and meaningful lives because of skills acquired through Roots of Resilience activities

# UNITED WAY INITIATIVES

United Way is focused on inspiring others to take action with us to improve all lives in our community. When there are unignorable, stubborn and complex issues facing our community, we leverage resources from many partners, including government, corporate and community to address them. In addition to funding amazing agencies, we lead a number of initiatives and programs that help people thrive.



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Centraide**

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# Peer Supported Housing

In partnership with Salvus Clinic, United Way manages 6 Peer Supported Housing buildings, providing housing with on-site support to tenants who have experienced chronic homelessness, and have issues with mental health and/or addictions.

## HISTORY

At Home/Chez Soi Moncton site was a four-year research demonstration project, which examined Housing First as a means of ending homelessness for people living with mental illness in the context of a small city and a rural region.

The project followed 201 participants for two years and compared Housing First to available local services. The results were that 85% of individuals were successfully housed using the “housing first” model. Consistently, however, a small subset of approximately 15–20% of participants has been found, in research, to experience frequent evictions and appears to have needs that are not fully met by HF programs.\*

\* Tsemberis & Eisenberg, 2000; Tsemberis et al., 2004.





## PEER SUPPORTED HOUSING BUILDS ON THE HOUSING FIRST MODEL, WITH THE FOLLOWING KEY INGREDIENTS:

- There are five 1-bedroom units per building, and one duplex.
- Buildings are scattered throughout the City, rather than concentrated in one area.
- They have Peer Superintendents who must have lived experience of homelessness, addiction, and/or mental health issues; peer training is an asset.
- Home visits are done by clinic staff or mental health team staff, and are recovery focused.
- The project funds 2.5 case managers (ratio 1:10-12) who are responsible for coordinating the moves, assisting tenants with their recovery plans and providing support to superintendents.
- Activities are focused on creating community.



## THE IMPACT

High satisfaction rate with housing

High housing retention:  
An average length of stay is

**4.43 YEARS**

in the program at present, reflecting residents who have retained housing from inception & residents newer to the program

**3** tenants transitioned to Peer superintendent

More and more tenants are gainfully employed, connecting to community and meeting individual wellness and recovery goals



# YOU Turns

You Turns was created in 2013 and, in 2014, its first strategic coordinator was hired. Today, strategic coordinators (SC) are assigned to nine schools in three school districts across the Southeast region of New Brunswick.



These schools include Moncton High School, Bernice MacNaughton High School, Lewisville Middle, École Mgr.-Marcel-François-Richard, Riverview High School and Riverview Middle School, North and South Esk Regional School and North and South Esk Elementary School and Tantramar Regional High School. A provincial strategic manager oversees the activities of the program from their office at the Integrated Youth services (IYS) HUB slated to open in the Fall of 2024. A new Family level Strategic Coordinator is beginning work in the Fall of 2024 assigned to Lou MacNarin Elementary School.

According to the Strategic Coordinator Culture Code, the overarching goal of the program is to connect youth to the supports and services they need in order to be successful in life and school. This goal was chosen at the start of the program when it was apparent that schools were face-to-face with an attendance issue. Interviews with strategic coordinators confirm that they do indeed consider connecting youth to support and services to play a central role in their work.\*

“ Well, I’ve been kicked outta my home and I’ve been couch surfing and they helped me find this spot where I can actually get the help that I need, get shelter and someplace where it’s safe, stable, and would help me mature. Like transition from being a teenager to an adult. ”

*A youth soliciting the services of a strategic coordinator*

\* *Supporting Youth and Building Collective Impact: An Overview of the CBYF/You Turns Initiative and its Outcomes*; Gagnon, LeBlanc, Nadeau & Bourque, Centre de recherche et développement en éducation, U de M, March, 2023.

**“ She listens to me when I talk.  
Like she doesn’t like talk over me,  
actually listens to me. ”**

*A youth soliciting the services of a  
strategic coordinator*



## THE YOU TURNS APPROACH

YOU Turns believes that success and hope are different for everyone, and that youth need and deserve authentic, trusting relationships that are caring and motivating. By collaborating with over 40 government departments and community agencies (and counting!), we connect youth to the people and resources they need to feel supported and to live a better life. We let them know they are loved and that they belong.

## COMMUNITIES BUILDING YOUTH FUTURES (CBYF)

Thanks to a partnership with the Tamarack Institute, YOU Turns was able to align with and increase capacity through the CBYF initiative. At only two years old, the goal of CBYF collective impact movement is to improve the future of youth. At the heart of the movement is the idea of giving youth a voice in the decision-making processes that affect them by working directly with the youth and the community at large.

Currently, the CBYF collective impact movement focuses its efforts on supporting youth, with a specific emphasis on the employment and mentorship area.

## CONNECTING THROUGH IYS HUB

Integrated Youth Services (IYS) is a pan-Canadian initiative, newly being rolled out in New Brunswick, which provides a central access point for public and community-based primary and mental health services. It also provides youth with a safe and welcoming space to gather for recreational activities and personal development. The United Way of GMSNB was selected as the backbone agency for the Moncton IYS Hub because of its proven track record through YOU Turns of bringing together a large number of government and community agencies to support all youth, and trusted relationships built over time that has deepened collaboration.



## THE ISSUES

YOU Turns Strategic Coordinators often work with young people and families facing multiple obstacles or that have experienced significant trauma:

- 10% of youth actively engaged by SCs had a recent interaction with the youth criminal justice system
- 17% of youth actively engaged have a parent who is or has been incarcerated
- 37% of youth actively engaged experience food insecurity
- 29% of youth actively engaged are experiencing some form of youth homelessness
- 29% of youth actively engaged experience at least 1 mental health condition
- 20% of youth actively engaged use at least 1 substance, 9% use 2 or more

### FUNDING PARTNERS



MEDAVIE



## THE IMPACT

There are multiple areas in which a collective approach must focus in order to improve outcomes at a population level, including the strength of the network, direct outcomes of targeted youth, opportunities for all youth, and population measures. At the heart of this work is accompaniment, having someone in your corner. Youth who are accompanied by SCs are more likely to reach out for help when needed and are more likely to demonstrate an ability to solve problems without harming themselves, compared to those who do not access accompaniment services. Positive changes in the 167 actively engaged youth include:

- **25%** of youth actively engaged by SCs attend school regularly
- **14%** of youth actively engaged are accompanied regularly to services
- **34%** of youth actively engaged reach out for help when needed
- **18%** of youth actively engaged demonstrate an ability to solve problems without harming themselves
- **37%** of youth actively engaged have at least 1 positive relationship type (Parent, adult, or peer)

# United Way Senior's Meal Program

The United Way Senior Meal Program currently provides 2550 total meals per week to 255 seniors and mobilizes volunteer to deliver directly to the senior's homes.

We also partner with The Meals on Wheels Sackville-Bedford program in Nova Scotia, which currently provides three meals per week to a total of around 50 seniors and mobilizes volunteers to deliver in a similar manner.

## HISTORY

United Way GMSENB rolled out a hands-on Senior Meal Program to help alleviate the impacts of the pandemic among in-need groups. When the Seniors' Meal Program began, the intent was to provide groceries to seniors who could not leave their homes due to their high risk of contracting the coronavirus. However, as the program grew, and the pandemic slowed, it became evident that several seniors were seriously in need of help for reasons unrelated to the pandemic.

In response to a growing need in the Greater Moncton and Southeast New Brunswick region, the program continued providing ten meals per week to dozens of low-income, vulnerable seniors, many of whom could not access meal services otherwise due the low capacity of existing programs.

**The program continued providing  
ten meals per week  
to dozens of low-income,  
vulnerable seniors**



## WHO BENEFITS?

The Senior Meal Program specifically targets low-income and vulnerable seniors, with the majority living alone with an annual household income of less than \$30,000. In addition, around 49% of those involved identify as a person living with a mobility disability, and 39% identify as living with a mental disability or illness as of July 2023.

### INCREASED CAPACITY

Increasing the capacity of meal programs in the Atlantic provinces has allowed more vulnerable, low-income seniors to age in place. For the involved seniors, there are several barriers to aging in place that are relieved through this program. Cooking and preparing meals are often a burden due to mobility issues or other health related barriers. In addition, many of those involved are unable to afford healthy groceries, and many report facing food insecurity due to financial barriers.

Some of the involved seniors are caregivers to their spouse and do not have the time or capacity to cook. Transportation to access food and groceries is also a significant barrier for seniors, as many cannot drive or do not have access to a vehicle. Without the ability to access food and meals from home, many of the seniors involved in this program would be unable to age in place due to their inability to maintain healthy eating habits independently; thus, they would be left no choice but to move from the comfort of their own homes to a nursing home or institution.

**39%** identify as  
living with a mental  
disability or illness as  
of July 2023





## VOLUNTEERS & CHEFS

The project requires the management of volunteer cooks and paid chefs, and volunteer and paid delivery drivers. In addition, the vulnerability of many of the seniors requires targeted measures that are specific to our program due to overlapping needs, including enhanced health and safety protocols, accommodations for dietary restrictions, and ensuring the meals are easy to prepare for those with mobility issues.

Volunteers check in on the well-being of the involved seniors as frequently as possible, as well as bringing the meals directly to the senior's door to ensure there are no barriers to them accessing the food. Due to the vulnerability of the involved seniors, it is imperative that volunteers are diligent of any changes to their wellbeing or capabilities.

## SERVING A LARGER AREA

The Seniors' Meal Program has scaled up due to being funded in part by the *Government of Canada Age Well at Home Initiative* and the Province of New Brunswick. We now serve even more seniors in Moncton, Riverview, and Dieppe, and have expanded into Baie Verte, Bayfield, Dorchester, Harewood, Harvey, Havelock, Hillsborough, Hopewell Cape, Jolicure, Lakeville, Midgic, Petitcodiac, Port Elgin, Riverside Albert, Sackville, Shediac, Shepody, and Upper Cape.

## THE IMPACT

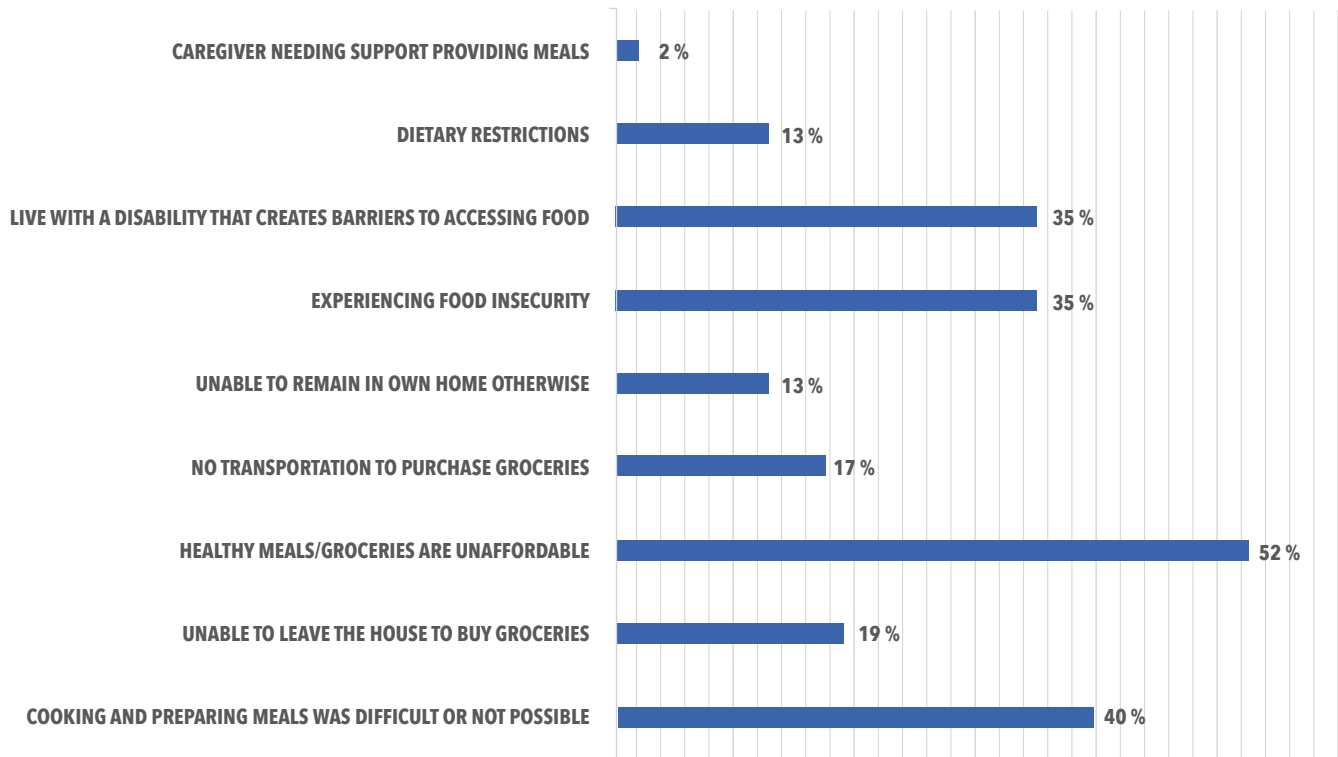
Our program has shown incredible results in both improving the quality of life of the involved seniors, as well as allowing them to remain in their homes as they age. Outcomes have included:

- improvements in mental and physical health
- increased food intake and nutritional value
- less anxiety and worry among the seniors.



## REASONS FOR PARTICIPATION IN THE SENIORS MEAL PROGRAM

Seniors most importantly feel confident, secure, and independent in remaining in their own homes. The program addresses significant challenges and barriers, as noted in the following data related to participation in the program:



**40%** of seniors find that cooking or preparing meals is difficult or not possible





**52% of  
seniors find that  
healthy meals are  
unaffordable**

“ I feel more secure about living alone and wish to remain as independent as possible. Food security and availability is my main concern at the present time. ”

*Meal Program Participant*

# 211

211's telephone line and online directory help Canadians deal with life's challenges. The service connects users with vital community, government, and social resources, close to home and specific to their needs.

From basic needs like housing and food, to support for seniors and children, to responding to crisis situations, 211 is there.

211 is considered to be the front door to help since callers' needs can be triaged and their call can then be connected directly to other service providers or helplines as needed, removing barriers to access and making it as easy as possible for people to find the help they need when they need it most.

United Way is a proud founding partner of 211 in Canada, providing funding and support for the program, and working to make its services available to all Canadians.

## WHO DOES 211 HELP?

211 is a valuable resource for people from all backgrounds and in many professions. 211 is available across Canada to assist members of the public seeking help for themselves or their loved ones; for agencies and service providers looking to connect their clients to additional resources for complex needs; and for planners and decision-makers who rely on data and information about Canadians' needs and the services available in their communities, helping to inform the planning process for service delivery and coordination.

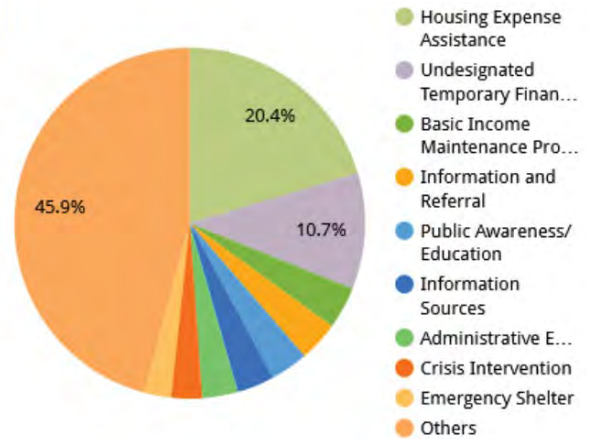
In New Brunswick alone, since the start of the service in October 2020, 211 has helped 61,448 people to access the help and information they were looking for during times of need.



## TOP NEEDS EXPRESSED IN 2023

In Southeastern NB (Kent, Westmorland and Albert counties specifically), during 2023, 211 assisted 3,081 people with information and referrals based on their needs. The top needs expressed by users of the 211 service in these areas, during the same time period, are included in the chart below:

	PROVINCE	CITY	NEEDS IDENTIFIED	TOTAL
1.	NB	Moncton	Housing Expense Assistance	663
2.	NB	Moncton	Undesignated Temporary Fin...	281
3.	NB	Moncton	Information and Referral	120
4.	NB	Moncton	Basic Income Maintenance P...	107
5.	NB	Moncton	Administrative Entities	107
6.	NB	Moncton	Public Awareness/Education	101
7.	NB	Moncton	Information Sources	101
8.	NB	Moncton	Crisis Intervention	87



**61,448**  
 New Brunswickers  
 have accessed and  
 received help through  
 211 since it was  
 launched in  
 October of 2020



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