

GOING DEEPER:
COMMUNITY IMPACT
IN 2022



**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

5,853 YOUTH

**DIRECTLY ACCESSED PROGRAMS
THAT HELP THEM THRIVE!**

“ As a mother, it warmed my heart to watch my daughter blossom as she gained confidence within her new friendship. It was so natural the way they quickly bonded over shared passions and inside jokes. Little did we know that this friendship would evolve into an unbreakable bond, a real-life sister. ”

Lisa, 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:

- Only 41% of young people report they have people they look up to.
- 1 in 5 young people have been a victim of dating violence in the last 12 months (among those who dated).
- 7.4% of youth grades 6-12 experience Food Poverty, which refers to youth who report ever going to school or to bed hungry because there is not enough food at home.
- And we all know the pandemic amplified issues around Mental Health, with only 42.7% reporting they perceived their mental health as being very good or excellent, and 53.1% having symptoms of anxiety or depression.

THE IMPACT



338 young people (97%) reported increased knowledge of positive coping strategies and setting counselling goals thanks to being able to access free counselling



356 young children and youth victims of violence (92%) showed a decrease in physical signs of anxiety related to trauma thanks to accredited Justice Facility Dogs



1456 youth (95%) benefitted from participation in cultural activities, including Drum Group, Shawl and Jingle Dance, Aboriginal Day events, and Elder Programs.



73 young people (89%) decreased or abstained from their drug use, and 54 young people (66%) 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

1,077 PEOPLE
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:

- Almost 1 in 5 individuals live in a low-income household, and close to 25% of those below the low income cut off are 70 and over.
- New Brunswick has the 2nd highest provincial rate of food insecurity in the country: 22.7% of NB residents live in food insecure households as of 2022.
- 17% of SENB residents spend 30% or more of household total income on shelter costs.
- 15.6% of residents have no insurance for prescription medications, and 5.8% did not fill a prescription for medication or skipped doses because of the cost.
- 31.2% of adults and seniors feel isolated some of the time or often.

THE IMPACT



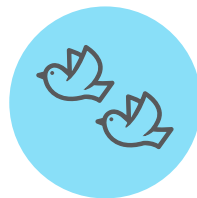
136 seniors (91%) reported increased levels of independence, self-reliance and community participation as a result of the Seniors Rehabilitation Counselling Services.



127 individuals (48%) in vulnerable circumstances (including homelessness) improved their overall health because they could access medical and other resources. 189 individuals (79%) 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.



8 individuals (50%) 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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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

3-5 Individuals have been in housing over 5 years

ONE tenant transitioned to becoming a Peer Superintendent

3-5 individuals have been in housing over 8 years

Over time, some tenants have become gainfully employed



YOU Turns

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



These schools, including one French school, include Moncton High School, Harrison Trimble High School, Lewisville Middle, École Mgr.-Marcel-François-Richard, Max Aitken Academy, Riverview High School and Riverview Middle School, North and South Esk Regional School and North and South Esk Elementary School. A provincial strategic manager oversees the activities of the program from their offices at the YOU Turns Corridors alternative centre.

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.*

“ So, the whole goal of corridors is to take those youth who pretty much have tried everything else for interventions and still haven't been successful to a high enough level that we know they're capable of if they were provided the right environment and support. And so, we are their last stop when we do have these youth come in. ”

A Corridors staff member

* *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.

CONNECTING THROUGH CORRIDORS

Piloted in Moncton, the Corridors program provides formal academic learning and community outreach to help youth change the trajectory of their life and education. The program is a collaborative community- and district-based alternative education program for high school-aged students who have failed to respond to or failed to engage in other interventions. It is intended for some of the most difficult to serve school-aged youth who may not be safe for school or who may negatively impact others if they were to attend school.

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. Still in its infancy at only a year 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.



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. Some results include:

- **80%** of referrals from stakeholder partners to services demonstrated progress (115 out of 144).
- **50%** of participants who responded to Strategic Coordinator Questionnaire reported that they “felt listened to in conversations.”
- **100%** of participants stated that those conversations were based on “a trusting and reciprocal respecting relationships with the adult.”
- over **280** youth have engaged and supported since May of 2022 in finding employment.
- over **20** different companies and organizations have been supported. to find candidates from both an employment perspective.
- **26.6%** out of the 267 youth are accompanied regularly to services, meetings, or appointments.
- Out of the **267** youth connected with SCs, The youth who are accompanied regularly to services are believed to be the youth who have the highest level of need, which is inferred by the fact that they are more likely to have multiple mental health conditions (diagnosed or self-reported) than youth who are not accompanied regularly. Youth who are accompanied regularly to services are also more likely to:
 - > Attend school regularly
 - > Be connected to the C&Y mental health teams
 - > Be connected to other community agencies
 - > Identify having more positive relationships with adults
 - > Display pro-social behaviour
 - > Solve problems without harming themselves
 - > Demonstrate learning of life skills
 - > Express their feelings verbally

FUNDING PARTNERS



United Way Senior's Meal Program

The United Way Senior Meal Program currently provides 1000 total meals per week to 110 seniors and mobilizes 13 volunteer drivers 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 2022.

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 2022



VOLUNTEERS & CHEFS

The project requires the management of drivers, volunteer cooks, paid chefs, and volunteer 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.

EXPANDING OUR PROGRAM

The Senior Meal Program is also in the process of expanding to serve a greater number of vulnerable seniors.

THE IMPACT

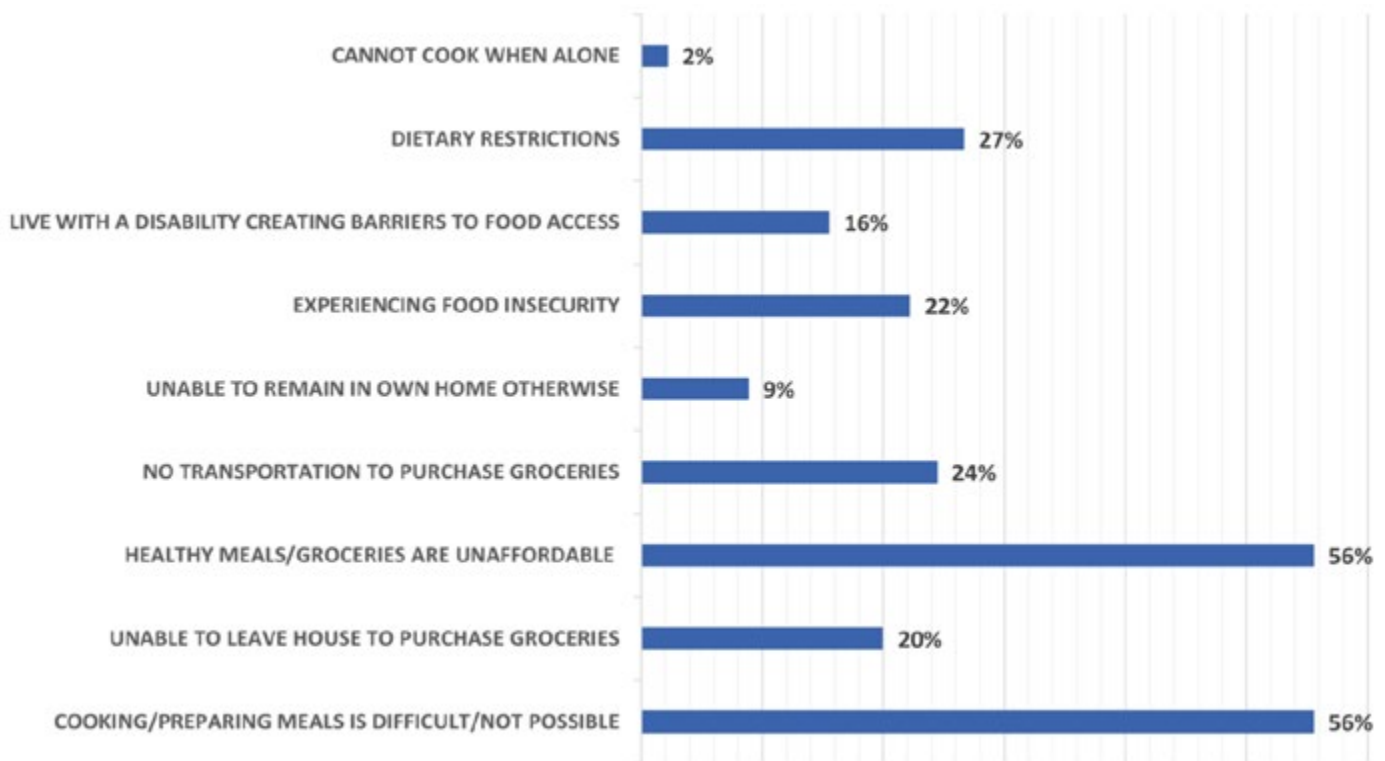
Our program has shown incredible results in both improving the quality of life of the involved seniors, as well as allowing them to remain in their homes as they age. Outcomes have included:

- 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:



56% of seniors find that cooking or preparing meals is difficult or not possible





**56% of
seniors find that
healthy meals are
unaffordable**

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.

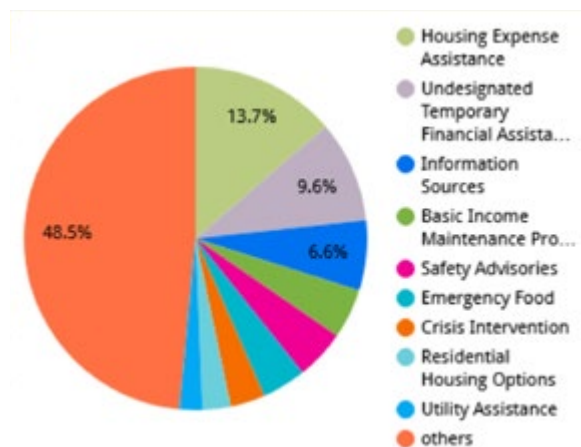
In New Brunswick alone, since the start of the service in October 2020, 211 has helped 38,765 people to access the help and information they were looking for during times of need.



TOP NEEDS EXPRESSED IN 2022

In Southeastern NB (Kent, Westmorland and Albert counties specifically), during 2022, 211 assisted 1,621 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	847
2.	NB	Moncton	Undesignated Temporary Fin...	471
3.	NB	Moncton	Information Sources	326
4.	NB	Moncton	Emergency Food	238
5.	NB	Moncton	Basic Income Maintenance P...	214
6.	NB	Moncton	Crisis Intervention	203
7.	NB	Moncton	Safety Advisories	146
8.	NB	Moncton	Residential Housing Options	137



38,765
New Brunswickers
have accessed and
received help through
211 since it was
launched in
October of 2020