

Report to the Community

2012



20.06.2013



**United Way
Centraide**

**Greater Moncton and
Southeastern New Brunswick**

United Way of Greater Moncton and Southeastern New Brunswick

Mission

Improve lives and build community by engaging individuals and mobilizing collective action.

Values

- Demonstrate trust, integrity, transparency, inclusivity and respect
- Energize and inspire volunteerism and volunteer leadership
- Endorse innovation, partnerships, collective action
- Embrace diversity

Impact

United Way of Greater Moncton and Southeastern NB Region works to create long-term, sustainable change that not only helps people improve their lives but also results in stronger, more resilient communities. Through donations from our community we are able to invest in 23 community partners through 27 programs and we focus our efforts on three main areas essential to creating opportunities for a good quality of life. These include helping people move from poverty to possibility, building healthy people and strong communities, and helping kids be all they can be.



Change starts here.

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Message from the President

2012's campaign theme was "change starts here", which was very fitting in many ways for our United Way this past year. 2012 marked a change in our funding. For the first time ever, any non-profit charitable organization in our region of Southeastern New Brunswick was able to apply for single to multi-year funding through our United Way. With 52 different program applications selection was difficult, but we are happy to announce that we were able to fund 27 programs through 23 agencies.

The change in the funding model is a result United Way's focus on creating community impact. Community impact is about achieving meaningful, long-term improvements to quality of life in our community; addressing not just the symptoms of problems but also the root causes. The transition from funding agency to an agency dedicated to community impact started in 2004 when United Way hired an Executive Director whose mandate focused on community impact. In 2007 and early 2008, under the direction of the Community Building Committee an extensive community consultation process was undertaken. This consultation helped give a better idea of our changing community, and the findings informed the Board of Directors who approved focus areas that would guide United Way's future of community impact.

Following the approval of focus areas the Board of Directors created a task force in 2009. The overall mandate of the task force was to recommend to the Board of Directors an investment policy that ensures that investments of the United Way are aligned with the established focus areas and that they reflect United Way's community-impact mission.

As a result of this process the United Way now has a funding model that focuses on community impact, and which includes detailed reporting on outcomes and indicators, ensuring applications align to the UW community impact model, mission and focus areas. This will not only build stronger communities, but will also enable the United Way to better report to and connect with our donors in the future.

United Way has been working with agencies in our region on a continuous basis to develop outcome measurement frameworks so agencies can learn more about what works and how, inform improvements to a program or an approach, optimize the use of community assets and resources and enable the discovery and sharing of successes. Together we will continue to build stronger communities in our region.

Through the help of donor contributions and community partnerships, United Way is creating community impact by investing in programs that:

- Move people from poverty to possibility
- Build strong communities
- Help kids be all they can be

These strategies focus on giving our community the tools and support to achieve success and create real and lasting change.

Executive Committee

Jim Jones- *President-
Community Representative*

Colin Smith-
*Vice-President-
Atlantic Lottery*

Ken Mutter- *Treasurer-
Armour Transport*

Marc Doucette-
*Past President- Medavie
Blue Cross*

Directors

Nicole Gallant-*Bell Aliant*

Benoit Doucet- *New
Brunswick Health Council*

Gail Duffy- *Medavie Blue
Cross*

Jordan Dugas- *AC Steven-
son & Partners PC Inc.*

Berthe Noel- *Department
of Social Development*

Kevin Williams- *SunLife
Financial & Associates inc.*

Jacques Dubé- *City of
Moncton*

David Daley- *Community
Representative*

Marie LeBlanc-
*Department of Fisheries
and Oceans*

Eddie Rutanga- *ACOA*

Deloras O'Neill- *Deloras
O'Neill Mediation Services
Inc.*

Message from the President

In an ongoing effort to maintain the highest of standards in the non-profit sector, our United Way was successful in obtaining Imagine Canada accreditation. Designed to strengthen public confidence in the charitable and non-profit sector, the program is among the first of its kind at a national level. It offers accreditation to charities and non-profit organizations that can demonstrate excellence in five key areas: board governance, financial accountability and transparency, ethical fundraising, staff management and volunteer involvement. We are pleased to be among some of the first non-profit charitable organizations in Canada to be awarded this accreditation.

Our 2012 campaign was once again successful, raising over \$2,250 million. Every contribution makes a difference in building strong, resilient and healthy communities. I would like in particular to thank and congratulate Allison Hakomaki, Marshall Button and the entire Campaign Cabinet for a great campaign.

Our community continues to show their support for the United Way not only through their generous contributions, but also the tremendous participation in our annual Day of Caring. In 2012 over 600 volunteers joined the United Way in completing projects in over 50 agencies across our region. The Day of Caring was kick-started by another delicious breakfast (3rd year in a row) sponsored by the Atlantic Lottery, and attended by over 400 volunteers.

Thank you to:

Our volunteers and staff who are the heart of our organization. As always their commitment, determination, and engagement helps make the United Way what it is, and ensures that we are able to continue to make lasting change in our community.

Our donors who provide the foundation for our work. We are very privileged to live in a community that is so giving, and that believes that creating change is everyone's responsibility.

Our community partners, whether they are funded by us and/or work in collaboration with us, working together is creating the change necessary to make our region a stronger place.

Without the help from all these people we would not be able to accomplish everything we do- Thank you!

Jim Jones
President

Executive Committee

Jim Jones- *President-
Community Representative*

Colin Smith-
*Vice-President- Atlantic
Lotto*

Ken Mutter- *Treasurer-
Armour Transport*

Marc Doucette-
*Past President- Medavie
Blue Cross*

Directors

Nicole Gallant-*Bell Aliant*

Benoit Doucet- *New
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David Daley- *Community
Representative*

Marie LeBlanc-
*Department of Fisheries
and Oceans*

Eddie Rutanga- *ACOA*

Deloras O'Neill- *Deloras
O'Neill Mediation Services
Inc.*

Message from the Executive Director

For United Way change starts here, and we are dedicated to working with our partners to create positive, long lasting change in southeastern New Brunswick. After years of hard work from our many dedicated volunteer community members in 2012 our United Way integrated its community impact model, which included a new open funding process. This evolution was crucial in order to create long term sustainable change and community impact in our region. Through the help and great care of our Community Investment Committee, and Board of Directors the United Way was able to fund 27 (out of 52) program applications. The applications certainly speak to the great work that the organizations in our region are engaged in.

Our United Way continues to play an important role in the community as an agency that can and does bring partners together to tackle the issues facing our community. 2012 saw the start of an Urban Neighbourhood Strategy, which we are continuing to work on with partners in 2013. This strategy brings community stakeholders together, such as agencies in the nonprofit sector, schools, police and government representatives to create tools and strategies that address the areas of concern identified by both Harrison Trimble High School and Moncton High School including mental health and suicide ideation, drugs and absenteeism, and the resilience of our urban youth.

In 2012 our All Star Coaches initiative, which provides strong role models to our community's children, in particular boys in order to help them develop the developmental assets that are essential to help children become caring and responsible adults, started concrete work in our communities. Throughout the fall a number of our volunteer All Star Coaches read to students at several elementary schools in both Riverview and Moncton. Both students and All Star Coaches had a great experience and we will continue to build on these initiatives in 2013.

Dan Hicks, an arborist with the City of Moncton, and Todd Scott, All Star Coach from Enbridge, led the Grade 6 boys from RMS on a scavenger hunt to identify trees along the Dobson Trail. The week before, All Star Coach Peter MacDonald of BBBS helped the boys make "pop-can-stoves." Next up is a prospecting activity led by All Star Coach Lloyd Falconer, also from Enbridge.



Message from Executive Director

Funded Agencies

Work continues with Derrick Beardsworth of the Boys and Girls Club of Moncton and Justin Ryan, Public Education Coordinator with MAGMA, to launch the Diversity component of the All Star Coaches strategy within the Mosaïq Multicultural Festival in July; specifically, to take responsibility for the Kids Pavilion the afternoon of July 19th with multiple kiosks highlighting sports around the world. One part of the event includes having different people read/tell traditional stories from their country and culture in the Moncton Public Library. Leading up to this event, Paul read to a grade 5 class from books on display at the Library highlighting these traditional stories.

United Way also continues to play a lead role in Food Security in our region. In partnership with the Community Inclusion Network and the Westmorland Albert Food Security Group, United Way played a lead role in Creating a Place for Food, which promotes healthy food choices, food secure regions, and increased access to healthy food. Our Community Food Mentor Initiative, started in 2010, teaches food mentors the basics of food security that can be taught to their communities in our region. This initiative was broadened provincially in 2012 thanks to the Department of Health and Inclusive Communities and the New Brunswick Food Security Action Network. We are also pleased to report that the United Way, in partnership with La Recolte de Chez Nous and the Rural Social Justice Centre for Research at Saint Thomas University, was the recipient of the McConnell Family Foundation Sustainable Food Systems grant to increase our work around food security in the region. Food security is a big part of creating healthy people and strong communities, and United Way is pleased to be playing such an important role in this area.

This message is intended to highlight a few of the projects and initiatives that the United Way is involved in. These projects, as well as all of United Way's undertakings would not be possible without our community's support- our volunteers, our donors and our partners. United Way is proud of our role as an agency that brings people and resources together, and proud of our community, and the work its residents and agencies are continuously doing to make Southeastern New Brunswick a stronger place.

I would like to thank the Board, staff and Committee members for their continuous support, hard work and dedication to our community.

Debbie McInnis

Executive Director

United Way of Greater Moncton and Southeastern New Brunswick

Community building grants:

L'Atelier L'Artisan
Bennett & Albert Co. Health
Care Foundation
Big Cove First Nations Wellness
BUILT Network
Centre de ressources familiales
de Kent
Greater Moncton Family Re-
source Centre
Hospice Greater Moncton
Hospice Shediac Inc.
John Howard Society of Greater
Moncton Inc.
Maison de Jeunes, Dieppe Youth
House Inc.
Moncton Regional Learning
Council Inc.
Moncton Youth Residences Inc.
Tantramar Family Resources
Centre Inc.
Volunteer Centre of
Southeastern NB Inc.

United Way Partner Agencies:

Ability Transit
Arthritis Society
Beausejour Family Crisis Re-
source Centre
Big Brothers Big Sisters of Monc-
ton
Boys and Girls Club of Greater
Moncton
Canadian Mental Health Asso-
ciation
Canadian National Institute for
the Blind
CARA Helpline Inc.
Crossroads for Women Inc.
Dieppe Boys and Girls Club
Family Services Moncton
Mapleton Teaching Kitchen Inc.
Moncton Headstart
Petitcodiac Boys and Girls Club
Riverview Boys and Girls Club
South-East Deaf and Hard of
Hearing Services Inc.
Support to Single Parents
Victorian Order of Nurses
Y .M.C.A.
Y .W.C.A.

Allison Hakomaki- *Chair-
BMO*

Marshall Button,
Vice-Chair-Capitol Theatre

Norval McConnell-
*Leadership chair- Moncton
Miracles*

Denise Pettis-
Past Chair- Atlantic Lottery

Roger Breckenridge-
Exxon Mobil

Peter Fitzner- *ScotiaBank*

Diane Horsman- *UPS*

Julie LeBlanc- *Department
of Fisheries and Oceans*

Jamie McGloin- *5 Senses*

Debbie Sampson- *Co-op
Atlantic*

Tania Stote- *Medavie Blue
Cross*

Alain Goguen - *Imperial
Manufacturing Group*

Peter Ford -
Ford's Apothecary

Message from the Campaign Chair

Change starts here is not only United Way's tag line, but it was also the theme for the 2012 campaign. Helping create long term change in our community is everyone's responsibility, and the people of southeastern New Brunswick really showed that yes they believe in change, and that they want to be a part of this change in their communities.

I would like to take a moment to thank and acknowledge the members of the Campaign Cabinet, the Loaned Representatives as well as the United Way campaign staff along with Debbie McInnis and Trevor McDougall, who all used their skills, talents and dedication to ensure that this year's campaign was again a success. It has been a pleasure working with such a great team. Furthermore I would like to thank the Board of Directors for its support and guidance throughout the campaign. Thank you all for making this a great campaign.

The 2012 campaign was launched September 10th at a luncheon at the Delta Beauséjour. Over 500 people attended to show their support for their community, and help the United Way Campaign get off to a great start. Food was very generously provided by Costco (13th year in a row), while the Delta Beauséjour sponsored the event for the 17th consecutive year, and the staff again volunteered their time to help serve and make sure the event was a success.

This year the United Way again received great support from our local businesses and government departments (federal, provincial, and municipal). CEOs, Managers, Labour leaders and Employee Campaign Coordinators demonstrated their leadership by supporting the United Way, and encouraging their employees to do the same. Through their commitment the United Way was able to not only raise money, but raise awareness of the role it plays in our community.

With great support comes an increased workload which kept our four Loaned Representatives happily busy. Loaned Representatives are employees from companies or government departments who are paid by their employers but "loaned" to the United Way to do some very important work during the months of September through to December or in some cases January. They help with all aspects of the campaign, and they are truly indispensable. I would like to thank both our Loaned Representatives, and their employers for their tremendous contribution. This year we welcomed Gayle Hicks from UPS, Lindsay Mitton from RBC Contact Centre, Pauline Richard from the department of Fisheries and Oceans Canada, and Sandra Saulnier-Levesque from Medavie Blue Cross.

At the Campaign Celebration in February which was held at the Community Peace Centre Forum we were so happy to see not only many of our corporate and government representatives, but also so many municipal representatives. Their support and attendance shows leadership to our community, and attests to the respect and accountability that the United Way has in our region. With change pouring down from the skies, we were able to announce that we had achieved our campaign goal of \$2.250 million. Thank you to all those who supported the campaign you are helping create change in our community.

Lastly, I would like to say that I am excited to work with the Campaign Cabinet again next year, and that I can't wait to see what Marshall has planned. Best of luck for 2013 Marshall.

Loaned Representative Program

Loaned Representatives are employees who are loaned to the United Way from corporate and public sector offices. During the Campaign season, they work full-time supporting workplace fundraising efforts at the United Way of Greater Moncton and Southeastern New Brunswick Region, while still on their company's payroll.

We thank the following organizations for their partnership and providing us with dedicated, hardworking, and energetic employees for the 2012 Loaned Representative Program:

UPS- Gayle Hicks
RBC Contact Centre- Lindsay Mitton
Medavie Blue Cross- Sandra Saulnier-Levesque
Department of Fisheries and Oceans- Pauline Richard



Gayle Hicks, Lindsay Mitton, Pauline Richard, Sandra Saulnier-Levesque

2012 Loaned Representatives

Gayle Hicks- *UPS*
Lindsay Mitton- *RBC
Contact Centre*
Pauline Richard-
*Department of Fisheries
and Oceans*
Sandra Saulnier-Levesque-
Medavie Blue Cross

"A very rewarding experience both personally and professionally is how I can describe my time with the United Way. I learned so much about our community, the people who live in it and the non-profits that are here to help. It was an exciting and rewarding opportunity for me to learn, practice and demonstrate my leadership skills while representing RBC in a professional manner. I would do it again, except I feel that others should benefit from all they will learn while with the United Way. Thank you so much for the wonderful experience and memories I will never forget!"

~Lindsay Mitton, RBC

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

In every community
there is work to be
done. In every nation,
there are wounds to
heal. In every heart
there is the power to
do it.

- Marianne Williamson

Treasurer's Report

The audited financial statements of the United Way of Greater Moncton and Southeastern New Brunswick Region Inc. for the year ending December 31, 2012 will be presented at the Annual General Meeting on June 20th, 2013 for approval by the membership. (Copies of the full financial statements can be obtained by calling the United Way office at 858-8600.)

There are a few key messages that I believe can be drawn from our financial statements. First our organization continues on solid footing with a balance sheet reflecting the financial strength to ensure the stability of our future operations. Secondly, our 2012 campaign reached its targeted goal of \$2.250 million, a true testimony of the work of the campaign cabinet and staff, as well as the trust the community has in the United Way. Finally, the statements show that in 2012 we continued our traditional funding of Agencies and other community organizations, but that our United Way has also invested considerable time and resources directly in community development projects. The leveraging of our resources and knowledge as a partner in these endeavours are only partially evidenced by our expenditures in the development area.

Our Finance Manager, Brian McCully along with Gail Everett, our Finance/Campaign Associate and Tanya Melanson continue to lend their expertise to the organization.

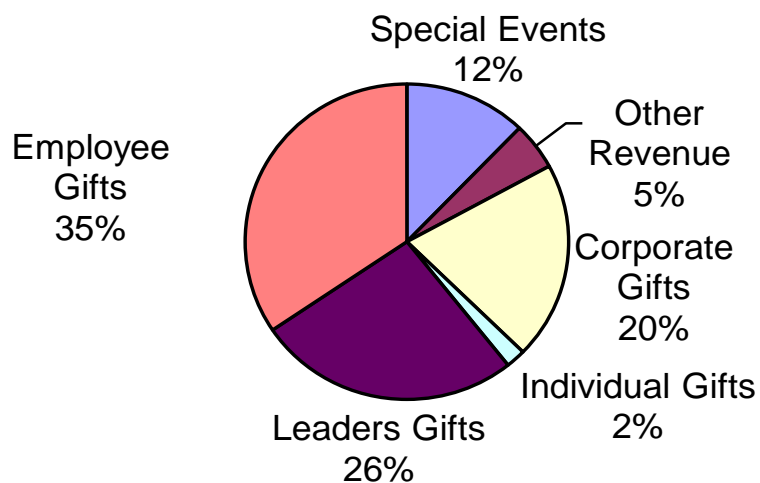
2012 marks my last year as Treasurer with United Way, I welcome Jordan Dugas as the new Treasurer, and hope that he enjoys the position as much as I have.

Ken Mutter

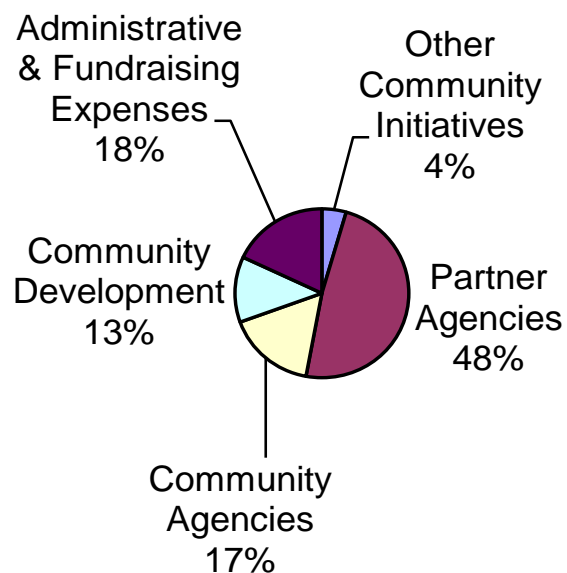
Treasurer

Financial report

Where the money comes from



Where the money goes



United Way of Greater Moncton and Southeastern New Brunswick Region Inc.

Statement of Operations

Year Ended December 31

	<u>Budget</u>	<u>2012</u>	<u>2011</u>
Revenues			
Campaign revenue (Note 9)	\$ 2,167,600	\$ 2,154,543	\$ 2,191,514
Mental Health Commission of Canada	909,745	909,745	1,177,078
Interest income	9,700	11,377	10,509
Other income (Note 10)	44,800	65,566	73,392
Municipal grants-Community projects	-	5,100	5,800
Unrealized (loss) gain on investments	3,000	(2,607)	3,078
Contributions for Community Development initiatives	-	38,001	7,950
	<u>3,134,845</u>	<u>3,181,725</u>	<u>3,469,321</u>
Expenditures			
Amortization and loss on capital assets	-	6,885	5,558
Fundraising expenditures (Page 13)	388,357	412,901	387,940
Allocations (page 14)	1,685,958	1,739,718	1,686,012
Mental Health Commission of Canada	909,745	909,745	1,177,078
Community building program funding (Page 17)	194,773	172,313	249,967
Other expenditure	-	6,000	6,000
Loss on sale of investment	-	1,516	-
	<u>3,178,833</u>	<u>3,249,078</u>	<u>3,512,555</u>
Excess (deficiency) of revenue over expenditures	<u>\$ (43,988)</u>	<u>\$ (67,353)</u>	<u>\$ (43,234)</u>

United Way of Greater Moncton and Southeastern New Brunswick Region Inc.

Statement of Financial Position

December 31, 2012

	<u>2012</u>	<u>2011</u>	January 1, <u>2011</u>
Assets			
Cash and cash equivalents (Note 4)	\$ 902,260	\$ 831,106	\$ 803,578
Restricted cash (Note 5)	168,049	130,211	123,976
Campaign pledges receivable	1,935,234	1,957,855	1,893,637
Other receivables	36,453	67,378	43,939
Prepays	8,745	10,180	8,510
Capital assets (Note 6)	<u>36,262</u>	<u>37,290</u>	<u>12,148</u>
	<u>\$ 3,087,003</u>	<u>\$ 3,034,020</u>	<u>\$ 2,885,788</u>
Liabilities			
Payables and accruals	\$ 441,666	\$ 373,637	\$ 214,967
Payable to Canadian Mental Health Commission	168,049	130,211	123,976
Deferred campaign contributions (Note 7)	<u>378,748</u>	<u>364,279</u>	<u>337,718</u>
	<u>988,463</u>	<u>868,127</u>	<u>676,661</u>
Net Assets			
Internally restricted (Note 8)	1,847,985	1,909,454	2,058,459
Unrestricted (Page 4)	<u>250,555</u>	<u>256,439</u>	<u>150,668</u>
	<u>2,098,540</u>	<u>2,165,893</u>	<u>2,209,127</u>
	<u>\$ 3,087,003</u>	<u>\$ 3,034,020</u>	<u>\$ 2,885,788</u>

Jordan Dugas- *Chair-
AC Stevenson and Part-
ners PC Inc.*

Renee Cormier-
LeBlanc Maillet

Lew Cummings-
Community Representative

Derek Ermen- *Ermen
Plumbing and Heating*

Lyne Faught- *Atlantic
Lottery*

Genevieve Furlotte Ma-
dore- *District scolaire
Francophone sud*

Felipe Jimenez- *Fairmont
Hotels Raffles International*

Dan Johnson- *JM
Chartered Accountants*

Katria McKinnon- *Bell
Aliant*

Berthe Noel- *Department
of Social Development*

April Parker- *Cox and
Palmer*

Darren Rose- *NBCC*

Colin Smith- *Atlantic
Lottery*

Community Investment Committee Report

The Community Investment Committee (CIC) reviews funding applications, and then makes recommendations to the Board of Directors. They ensure that funds are allocated in the most effective and accountable manner to charitable organizations in Southeastern New Brunswick, with the goal of making long-term change in the community. The CIC is a dedicated and diverse group of volunteers, who were happy to welcome 6 new members to the group for this exciting and challenging year.

2012 marked the first year of our new funding model. This is the first time that funding through our organization of over \$ 10 000 has been open to any agency with a registered charitable number in southeastern New Brunswick. Agencies were invited to apply for United Way funding between June and September, in one of three areas: Community Innovation Fund, the Strengthening our Community Fund, or the Strategic Community Partnership Fund, for up to three years of funding.

In all we received 52 applications for a total of \$2,391,127.81. On top of preliminary individual reviews, over 35 committee and board hours were spent reviewing interesting, innovative and diverse applications. Though this was a very difficult task, we are happy to announce that the United Way is investing \$1,117,166.00 in 27 programs and initiatives in 23 agencies in our region in 2013, helping to create long-term community impact in our region. Of these 27 programs the United Way has committed 3 years of funding to 14 programs, and 2 years of funding to 3 programs.

I would like to thank the Community Investment Committee members for their dedication, energy and time spent ensuring that this funding process went as smoothly as possible, and that the best investment choices were made for the community. I would like to say a special thanks to Berthe Noel and Colin Smith who will be leaving the CIC this year. Their hard work, insight and contributions were always of great value. Lastly, I would like to welcome Peter Schlichter (Retired Community Representative) and Normand Blais (RCMP) to the CIC for 2013.

2012 marks my last year as CIC chair, it has been a great few years, and a fantastic experience. I am happy to have been able to work with and learn from committee members, United Way Staff and the Board of Directors, and I wish all the best to April Parker, and Dan Johnson the 2013 CIC Co-Chairs.

Lastly, I would like to congratulate the Campaign Cabinet, and Allison Hakomaki, Campaign Chair for another successful campaign. It is through their hard work that we are able to fund so many great programs.

Jordan Dugas, CA
Chair of the Community Investment Committee

Leadership Giving

Troy Akerley
Lucille Albert
Real Allain
Mario Allain
Louise Allain
Annette Allain
William Allanach
Melanie Allen
Natacha Allen
David Alston
Brandie Alward
Fanscine C. Anderson
Louise Andrew
Clare Archibald
Dawn Arnold
Eric Arsenault
Charmaine Arsenault
Amber Arsenault
Bruno Arsenault
Renee Arsenault
Madelaine Arsenault
Nadine Arsenault
Catherine Ashby
Troy Atkinson
Duke Aubie
Ellen Ayer
Barbara Ayoub
Jean Babineau
Alain Babineau
Charles Babineau
Christopher Bacich
Thara Bagley
Monique Baker
Lesley Anne Baker
Douglas Bannon
V. Scott Barnes
James Barton
Robert & Ann Basque
Anne Bastarache
Ralph Bastarache
Sophie BastienDaigle
Deborah Bayliss
Gilles Bazinet
Ferne C Beaman
Diane Béchard
Ronald Bégin
Marc Bélanger
Josee Anna Belliveau
Jocelyne Belliveau
Maurice Belliveau
Lisa Marie Belliveau
Diane Belliveau
Lorraine A Belliveau
Paul Belliveau
Hugues P Benoît
Anne Benoît
Tim Bentley
Lynn Berubé
Kirk Berubé

Tammy Bilodeau
Robert Black
Peter Blair
Sylvie Blanchard
Vincent Blanchard
Sylvie NBlanchet
Dave Bleakney
Simone Blight
Barry Blight
Marc Ande Bosse
Isabelle Boudreau
Raymond Bourque
Linda Bowes
Erin Bowes
Joel Branscombe
Steve Bray
Bea Breau
Roger Breckenridge
Joel Brewer
Michele Brideau
Peter Briggs
Chris Brine
John A Brown
Ted Brown
Lynette Brown
Fanceline Bugge
Diane Bujold
Janice Bujold-Barton
Angela Bunter
Theresa Burns
Shelisa Burns
Ron Burns
Julie-Lynn Butland
Lisette Butler
Frederic Butruille
Ericka Caissie
Anjum Caldwell
Dale Cale
Jackie Cantin
Doug Carr
Jordan Casey
Michael Chadwick
Maryse Chapdelaine
Dale Chapman
Gerald Chaput
Ken Charters
Judy Chase
Brian Chase
Etienne Chiasson
Jeanne Chiasson
Scott & Jodi Chisholm
Carolyn & Colin Christie
Jill Clarke
Therese Clevon
Heidi Clowater
James Cobbett
Julie-Lynn Cole
Michael H Collicott
Barbara Collins

Ron Comeau
Jason Constable
Art Cook
Cathy Cook
Tracy Cook
Janice Cooke
Roger Henri Cormier
Denis Cormier
Allison Cormier
Angie Cormier
Murielle Cormier
Greg Cormier
Giselle S Cormier
Germaine Cormier
Bob Cormier
Kristine Cormier
Pierre-Francois Côté
Don Craig
Mark Crawford
Elisabeth Crener
Melody Critch
G. Michael Crozier
Diane Crozier
Maxine Dadson
Bobbi-Jo Daigle
Josh Daigle
Jacqueline Dallaire
Catherine Dallaire
Stuart Davies
Ted Davis
Daphnee Dawson
Craig H. Deleavey
Paul Demers
Karen Depow
Rejean Déspres
Joe D'Ettore
Giselle J. DeVarennnes-Aube
Albert Dewitt
John Diamond
Roberto Didonato
Jamie Dignard
Denis Doiron
Don Doiron
Monica Doiron
Michele Doiron-Campbell
Jeff, Jennifer, Donelle
Julia & Aida
Bernard Donelle
Stephane Dorais
Jerome Doucet
Marthe Doucet
Michel Doucet
Jan and Don Doucet
Marc Doucette
Lyon Douglas
Margaret Douthwright
Robin Drummond
Kevin Dubé
Jacques Dubé

2012 Report to the Community

2012 Leadership Giving Program

Leaders are people
like you!

People who give back
to our area generously,
through United Way and
in so many other ways.
People who believe in
the Greater Moncton and
Southeastern NB Region
and care deeply about it.
In 2012, 777 Leaders con-
tributed \$585, 973 to the
community through United
Way.

Every effort has been made to ensure
the accuracy of this list. We apologize
for any omissions. Please advise us of
any errors or changes.

In addition to the follow-
ing, 110 individuals wished
to remain anonymous.

Leadership Giving

"The most significant reason I support the United Way is the organization's commitment to work as a change agent itself. It supports and initiates programs that give individuals, families and communities a real chance to improve the quality of their lives. This matters to me."

-Norval McConnell, United Way donor, and Leadership Chair

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Maurice & Isabelle LeBlanc
Nikki LeBlanc
Valeri LeBlanc
Ron LeBlanc
Joanne LeBlanc

Leadership Giving

2012 Report to the Community

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Leadership Giving

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Nathanael Richard
Catherine Richard
Sara Richard
Louise Richard
Susan Richard
Lyne Richard
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Jean-Louis Rioux
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Lori Thurrott
Scott Tibbo
Louise Tingley
David Roy Tingley
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Dianne VanDommelen
H Varner
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Dino Verzilli
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Jason Welch

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Judy Wheaton
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Christopher Whynot
Ian Williams
Barry Williams
Warren Williams
Gianna Williams
Jeannine Marie Williams
Kristin Wilson
Jennifer Wilson
Lynn Wilson
Tracy Wong & Peter Burtt
Candice Wood
Debbie Wood
Karan Wood
Elizabeth Wright
Heather Wyie
Susan Wylie

Campaign Celebration Awards

Outstanding Federal Government Campaign

P.W.G.S.C. - Public Service Pension Centre*

Outstanding Provincial Government Campaign

Service New Brunswick*

Outstanding Municipal Government Campaign

Ville de Dieppe*

Outstanding New Business Campaign

Allsco Windows and Doors Ltd.

Best Overall Corporate Campaign (1 to 50 employees)

KPMG

Honourable Mention (1 to 50 employees)

New Brunswick Wire Fence Co. Ltd.

Best Overall Corporate Campaign (51 to 150 employees)

MC Commercial Inc.

Honourable Mention (51 to 150 employees)

VIA Rail*

Wawanesa Insurance

Best Overall Corporate Campaign (151 employees or more)

Fairmont Raffles Hotels International Inc.

Honourable Mention – Corporate Campaign (151 employees or more)

BMO Financial Group

Best Overall Non Profit Campaign

Moncton Headstart

Leadership Award

Spielo International

United Way's Outstanding Public ECC

Rémi Brine – P.W.G.S.C. Public Service Pension Centre*

United Way's Outstanding Corporate ECC

Lorna Hebert, Fairmont Raffles Hotels International Inc.

Larry Hutchinson Award of Distinction

Yves Despres – Fisheries and Oceans Canada*

Public Top Ten

1. P.W.G.S.C.- Public Service Pension Centre*
2. Fisheries and Oceans*
3. ACOA *
4. City of Moncton*
5. Correctional Service- Regional Headquarters*
6. Transport Canada*
7. Service Canada – Bathurst*
8. P.W.G.S.C. – Branches*
9. Canadian Revenue Agency *
10. Radio Canada*

Corporate Top Ten

1. ExxonMobil
2. RBC Financial Group
3. UPS
4. Medavie Blue Cross
5. Fairmont Raffles Hotels International
6. Atlantic Lottery
7. Irving Group*
8. Rogers Communications Inc.*
9. Co-op Atlantic
10. Spielo International

* Unionized work place

"I support the United Way because I believe in their vision that everyone has something to contribute, and that no contribution is too small. Everyone has something to give, and if everyone gives what they can, the impact can be enormous. My home goes beyond four walls and a roof. My home is my community, and the United Way helps me to make my community a better place for everyone in it."

-Roger Breckenridge,
United Way donor and
volunteer.

Dawn Steele- *McKesson
Canada*

Rick Cook- *Cook's Home
Hardware and Building
Supplies*

Liberty Beckwith- *City of
Moncton*

Claudette Leger- *Atlantic
CAT*

Roger Breckenridge and
Nancy L'Italien-*Exxon
Mobil*

Brandie Smith and
Shawn Kelly- *Asurion*

Sandra King- *Bell Aliant*

Rose Marie Richard and
Lee Anne McCurdy-
Atlantic Lottery

Irwin Potter- *Canadian Tire
Riverview*

Jennifer Wilson and
Lisa Brush- *Rogers*

Micha Fardy,
Debbie McInnis and
Paul Toner- *United Way*

Day of Caring

The 2012 Day of Caring was an exciting and enriching day for over 650 corporate employees from across Southeastern New Brunswick as they stepped out of their normal work routines on Friday June 8. More than 51 hands-on projects were completed at various community agencies in Southeastern New Brunswick spanning from Petitcodiac, Riverside-Albert, Shediac, Up River Kent County and the Greater Moncton area during the 8th Annual United Way Day of Caring. This year Greater Moncton and Southeastern New Brunswick hosted one of the largest single Day of Caring events in the country.

The sun was shining as the day began with a kick off breakfast at the Coverdale Recreation Centre in Riverview sponsored by the Atlantic Lottery, which has committed to a multi-year sponsoring of the Day of Caring in the Atlantic Region. The breakfast was attended by over 400 volunteers. Other major sponsors dedicated to building a stronger community included; Cook's Home Hardware, The City of Moncton, ExxonMobil, Major Drilling, BMO Bank of Montreal, Bell Aliant, The Town of Riverview, Audubon Organics, MacArthur's Nursery, Canadian Tire Riverview, Price Landscaping Services and Modern Construction.

United Way Day of Caring in 2013 took place on Friday June 7th, and was also a great success- for the 4th year in the row a delicious breakfast (to get the day going on the right foot) was sponsored by Atlantic Lottery. Over 600 volunteers participated in the day itself at 51 projects at 49 different agencies around our region, stretching again from Port Elgin and Sackville to Alma and "Upriver". United Way would like to thank all the volunteers and their workplaces for their engagement to this day, and the work that they are able to accomplish. The work you do in one day would take some agencies over a year to complete- you do make a difference, thank you!

The Day of Caring program offers a unique opportunity for groups of employees to provide hands-on support to agencies and organizations in our region and to show that everyone has something to contribute. The experience inspires many employees because they develop a deeper understanding of the vital social services in our community, many of which are funded by United Way.

In Kind Donations

Moncton Times & Transcript

Costco Wholesale

Delta Beausejour

Fairmont Raffles Hotels International

UPS

RBC Financial Group

Correctional Services Canada

Medavie Blue Cross

Hudson Design

Transcontinental Printing

Grant Thornton

Cook's Home Hardware

City of Moncton

Gordon and Terry LaHanky

Desire 2 Learn

Denis Office Supplies & Furniture

Maritime Cresting Company

InColor

East Coast Trophy

Grand & Toy

Scotiabank

BMO

Casino NB

Jim Jones - President -
Community Representative

Marc Doucette - Past Presi-
dent - Medavie Blue Cross

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In Kind Donations

Jim Jones - President -
Community Representative

Marc Doucette - Past Presi-
dent - Medavie Blue Cross

Berthe Noël - Department
of Social Development

Nicole Gallant - Bell Aliant

Deloras O'Neill - Deloras
O'Neill Mediation Services
Inc.

Anglophone East School District

Boys & Girls Club of Moncton

Porter Airlines

WestJet

VIA Rail

Capitol Theatre

The City Grill

McSweeney's Dinner Theatre

St. James Gate

Atlantic Ballet Theatre of Canada

Tide & Boar Market

Smithy Creative Group

Moncton Miracles Basketball Team

Monique Pearson Photography

Broken Coast Media Group

East Coast Music Awards

Sam G. Cormier Photography

Lloyd's of Moncton

Sobey's Vaughan Harvey

Sobey's Northwest Centre

Katimavik Greater Moncton

MC Commercial

Youth First Committee Report

The Aspirational Goal of the United Way Youth First Committee is to build Developmental Assets in young people; integrate the asset approach in their respective mandates (and broader community) and share a collective vision, and to become the “live” directory of youth-serving agencies throughout South-eastern New Brunswick.

The Youth First Committee is made up of adult representatives from a growing number of organizations across sectors, including local municipalities, Anglophone East and Francophone South School Districts, government departments, local and provincial youth-serving agencies, the faith community, RCMP Community Policing, other community groups, as well as our United Way.

In 2012, Youth First worked to become that “live directory” through continued presentations at regular monthly meetings from community partners and current initiatives, including:

- The office of the Child and Youth Advocate on the State of Our Children and Youth
- Bullying prevention initiatives in the school districts, as well as Pink Shirt Day
- Open House for Youth Quest Central
- Destination Imagination
- Parasport and Recreation NB
- Updates on the restructuring of Anglophone East School District and Francophone South School District
- A combined meeting with other stakeholders in Saint John to explore the development of a provincial Network

2012 Youth First Committee

S. Hélène Allain, n.d.s.c. –

Archidiocèse de Moncton

Lisa Ann Babineau – Healthy learners in School Program, Public Health

Trevor Droesbeck – Archidiocèse de Moncton

Natasha Leger – Healthy learners in School Program, Public Health

Nadine Melanson-LeBlanc – City of Moncton

Christine Griffin – City of Moncton

Frances Devost Cormier – Support Services to Education

Anne Bernard-Bourgeois – Anglophone East School District

Carole Murphy – Anglophone East School District

Stephanie Kukkonen – Anglophone East School District

Sonya Babineau – City of Dieppe

Jeannot Ouelette – Maison des Jeunes de Dieppe

Richard Babineau – RCMP District 11

Bonnie Geldart – YMCA of Greater Moncton

Angelique Reddy – YMCA of Greater Moncton

Tara Steeves –

YMCA of Greater Moncton

Robert Smith – YMCA of Greater Moncton

Lina Bourgeois – Francophone South School District

Rachel LeBlanc – Moncton Regional Learning Council

Paulette Tingley – Town of Riverview

Stacy Taylor – New Brunswick

Department of Health

Jill Greene – Town of Riverview

Elyse Hamel – Fédération des jeunes francophones du Nouveau-Brunswick

Cathy Manuel – Youth Q.U.E.S.T. Central

Annie Caron – Youth Q.U.E.S.T. Central

Denise Caissie – Youth Q.U.E.S.T. Central

Darren Airy – Youth Q.U.E.S.T.

Jean-Louis Caron – Place aux Compétences

Lynda Carey – Boys and Girls Club of Riverview

Youth First Committee Report Cont.

With the support of grants from the municipalities of Moncton, Dieppe and Riverview, the Core members of Youth First engaged in priorities to:

- Increase the community's understanding of the Developmental Asset approach, and steps to build these "good things" in young people. This included workshops with schools, municipalities (including Summer staff) and other organizations;
- Build the eight service-learning related assets in young people (including positive adult role models, caring, and equality and social justice) through Moments of Caring activities: a highlight was the production of a collective video celebrating the diverse service activities from four schools, which can be found by following the link to <http://www.youtube.com/user/UnitedWayGMSENB?feature=mhee>
- Develop strategies for building the positive identity assets of girls.

Of particular note is the emerging work to respond to the results from the Developmental Asset Survey that point to a particular gap in the internal assets of boys. United Way's All Star Coaches initiative seeks to shine a light on those men and women who demonstrate the qualities that boys say they are missing. Through activities such as reading in the schools and story-telling; health awareness through participation in Movember; value for diversity and peace-making in the Walk a Mile in her Shoes; a new Outdoor adventure activity; and simply by taking the pledge to model positive values demonstrated in the Developmental Assets, All Star Coaches are making a difference.

Kim Landry – Place aux Compétences

Andrew LeBlanc – Boys and Girls Club of Riverview

Liette Mainville – Beausejour Regional Health Authority

Debbie McInnis – United Way of Greater Moncton and Southeastern NB

Micha Fardy – United Way of Greater Moncton and Southeastern NB

Paul Toner – United Way of Greater Moncton and Southeastern NB

Derrick Beardsworth – Boys and Girls Club of Moncton

Bryan Butler – Codiac Regional RCMP

Daniel LeBlanc – Boys and Girls Club of Moncton

Nadine Grill – United Way of Greater Moncton and Southeastern NB

Rose Marie Porelle – Beausejour Family Crisis Resource Centre

Régis Cyr – École l'Odyssée

Denale Curtis – Big Brothers Big Sisters

Julie Bilodeau – Big Brothers Big Sisters

Julie Roy – Big Brothers Big Sisters

Lise Babineau – RCMP District 5

Rhonda Hamilton – Albert County Health and Wellness Centre

Denise Miller – Canadian Mental Health Association

Caitlyn McGeer – YMCA of Greater Moncton

Carlo Di Bonaventura – MAGMA

Monika Quigley – MAGMA

JoAnne Gallant – CIDA/AIDS

Jewell Mitchell – YWCA of Greater Moncton

Alicia Duffy – YWCA of Greater Moncton

Beth Lyons – YWCA of Greater Moncton

Lorna Hicks – Petitcodiac Boys and Girls Club

Eddie Rutanga – ACOA Head Office

Murielle Gagné-Ouellette – New Brunswick Youth Strategy

Amanda Boudreau – NB Youth Strategy

Annette Bourque – Child and Youth Advocacy

Carly Dewitt – YRC

Thank you for your support



**United Way
Centraide**

Change starts here.