

Change starts here.



United Way

2013

# Report to the Community

United Way of Greater Moncton and Southeastern New Brunswick Inc.  
22 Church Street, Suite T210 | Moncton, NB | E1C 0P7 | 858-8600  
[www.gmsenbunitedway.ca](http://www.gmsenbunitedway.ca)





# United Way moves people from poverty to possibility, helps kids be all that they can be and builds strong communities.



**Who we are**  
pages 2 – 6



**Who we help**  
pages 7 – 8



**Working together**  
pages 9 – 17



**Give**  
page 10  
**Give - Loaned Representatives**  
page 11  
**Give - Leaders**  
pages 12 - 14  
**Give - Campaign Celebration Awards**  
page 15



**Volunteer**  
page 16



**Act**  
page 17



**Financials**  
pages 18 – 20

United Way of Greater Moncton and Southeastern New Brunswick is proud to be a member of Imagine Canada, and to be recognized for its leadership role in the non-profit sector.

**MEMBER OF**  
**MEMBRE D'** 



United Way and its partners are building stronger communities and people in Kent, Westmorland and Albert counties.

“Every person who lives here should have access to the same opportunities to build a better life for themselves. United Way’s vision is healthy, caring and inclusive communities.”

Debbie McInnis  
Executive Director



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



### Collaborate:

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



### Invest and strengthen:

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



### Capacity Building:

We are building capacity in the non-profit sector, by providing year round support and training for agencies. In 2013 we concentrated on measurement and building our understanding and ability to report on community outcome.

Together, we:

- > **demonstrate** trust, integrity, transparency, inclusivity and respect
- > energize and **inspire** volunteerism and volunteer leadership
- > endorse innovation, **partnerships** and collective action
- > provide non-partisan **leadership**
- > embrace **diversity**



## Meet the Board, Cabinet and Committee members who share a common vision to make a difference.

### 2013 United Way Board of Directors

The Board of Directors are a dedicated group of volunteers who provide leadership and guidance to our organization.



Colin Smith  
Board Chair  
Atlantic Lottery



Eddie Rutanga  
Vice Chair  
AOCA



Jordan Dugas  
Treasurer  
AC Stevenson  
& partners



Jim Jones  
Past-President  
Community  
Representative



Marshall Button  
Capitol Theatre



David Daley  
Community  
Representative



Benoit Doucet  
NB Health Council



Jacques Dubé  
City of Moncton



Gail Duffy  
Medavie Blue Cross



Nicole Gallant  
Bell Aliant



Dr. Karen Grant  
Mount Allison  
University



Marie LeBlanc  
Fisheries and  
Oceans Canada



Martin MacCool  
Scotiabank

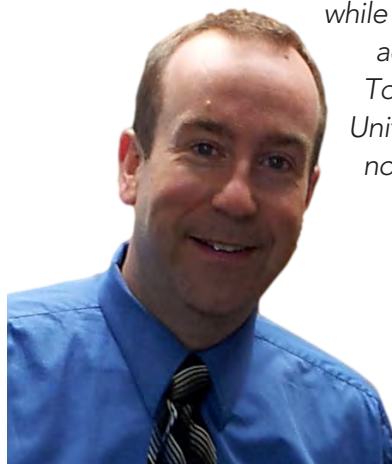


Deloras O'Neill  
Deloras O'Neill  
Mediation



Kevin Williams  
Sun Life Financial  
Services

*“This year our United Way celebrated 60 years in Southeastern New Brunswick. Our dedicated Board continues to work hard at strengthening the United Way while maintaining high standards of accountability and governance. Together, we continue to define United Way's role as leader in the non-profit sector and in building the community.”*



Colin Smith  
Board Chair

## 2013 United Way Campaign Cabinet

The Campaign Cabinet is a diverse group of community leaders who volunteer their time and expertise to help raise dollars and awareness for our annual campaign.

**Marshall Button**  
**Chair**  
Capitol Theatre

**Lisette Michaud-Carrier**  
**Vice-Chair**  
RBC

**Allison Hakomaki**  
**Past Chair**  
BMO

**Martin MacCool**  
Scotiabank

**Ted Brown**  
UPS

**Brenda Teed**  
PWGSC

**Tania Stote**  
Medavie Blue Cross

**Ken Charters**  
ExxonMobil

**Craig Gallant**  
Swift Radius

**Jeff Hill**  
Costco

**Allison MacLeod-McArthur**  
Co-op Atlantic



“Engagement is important to the Campaign Cabinet. This year 2013 workplaces ran campaigns for the United Way. It is through the involvement of many workplaces, employees and volunteers that change can be created in our communities.”

Marshall Button  
Campaign Chair

## 2013 United Way Community Investment Committee

The Community Investment Committee is a diverse group of community leaders who volunteer their time and expertise to invest donated dollars into programs and agencies committed to working in our three focus areas and whose work is consistent with our values and principles.

**April Parker**  
**Co-Chair**  
Cox and Palmer

**Dan Johnson**  
**Co-Chair**  
JM Chartered Accountants

**Normand Blais**  
RCMP

**Lynne Faught**  
Atlantic Lottery

**Geneviève Furlotte Madore**  
District Scolaire Francophone Sud Est

**Renee Cormier**  
LeBlanc Maillet

**Lew Cummings**  
Community Representative

**Felipe Jumenez**  
Fairmont Raffles Hotels International

**Katria McKinnon**  
Bell Aliant

**Darren Rose**  
NBCC

**Peter Schlichter**  
GTECH Canada ULC.

**Derek Ermen**  
Ermen Plumbing and Heating



“Members of the Community Investment Committee are sincerely dedicated to the tasks the committee is mandated with and are proud of what is achieved in our community with the support of the United Way.”

April Parker and Dan Johnson  
Community Investment Committee Co-Chairs





### 2013/14 United Way Day of Caring Committee

The Day of Caring Committee is a diverse group of community members who volunteer their time and expertise to ensure that the Day of Caring is a success every year. They connect almost 900 volunteers with 60 agencies in Southeastern NB.

**Dawn Steele**  
Chair  
McKesson Canada

**Captain Steve Crawford**  
City of Moncton

**Rick Cook**  
Cook's Home  
Hardware  
Building Centre



“Over the past 10 years we’ve seen the Day of Caring grow exponentially to the point where we are now the largest Day of Caring in Canada! In parallel, we’ve also been growing the Day of Caring Committee year over year, adding key individuals to help achieve our goals. The engagement from the committee, workplaces, and agencies speaks to the commitment we all have to our community. One day CAN make a difference!”  
Dawn Steele  
Day of Caring Committee Chair

**Rose Marie Richard**  
Atlantic Lottery

**Lisa Brush**  
Rogers  
Communications

**Roger Breckenridge**  
ExxonMobil

**Liberty Beckwith**  
City of Moncton

**Mark Seamans**  
Atlantic Human  
Services

**Sandra King**  
Bell Aliant  
& Aliant Pioneers

**Shawn Kelly**  
Asurion

**Jennifer Wilson**  
Rogers  
Communications

**Lee Anne McCurdy**  
Atlantic Lottery  
(2013)

**David Brooks**  
ExxonMobil  
(2014)

**Cheryl Estabrooks**  
Atlantic Lottery  
(2014)

**Franca Hennessey**  
Community  
Representative

**Claudette Leger**  
Fero

### 2013 United Way Marketing Committee

The Marketing Committee is a diverse group of community members who volunteer their time, talent and expertise to tell the United Way story in the community.

**Lisa Paschal**  
Chair  
Hudson  
Design Group

**Carla Bourque**  
Atlantic Lottery

**Fred LaForge**  
Smithy Creative Group

**Jackie Cantin**  
Anglophone East  
School District

**Sharon Corcoran MacPhee**  
Community  
Representative

**Paul Thomas**  
Newcap Radio

**Marissa Piccini**  
YWCA



“The Marketing Committee continues to support the organization as it moves to an impact organization. We are continually challenging ourselves to look at the impact the United Way is having on our communities and are thrilled to have released our first Community Impact Report this year.”  
Lisa Paschal  
Marketing Committee Chair

## 2013 United Way Youth First Committee

The United Way Youth First Committee is comprised of United Way funded youth-serving organizations as well as community, municipal, RCMP and school district partners who work together to ensure that kids be all that they can be.

Lorna Hicks  
Boys and Girls  
club of Petitediac

Angelique  
Reddy  
YMCA

Annie Caron  
Moncton Youth  
Resident

Bonnie Geldart  
YMCA

Annette Bourque  
Office of the Child  
& Youth Advocate

Tara Steeves  
YMCA

Carly Dewitt  
Community  
Representative

Melanie LeBlanc  
Ombudsman /  
Office of the Child  
& Youth Advocacy

Stephanie Patterson  
Anglophone  
East School District

Doug Comfort  
RCMP

Lynda Carey  
Boys and Girls club  
of Riverview

Elyse Hamel  
FJFNB

Lisa Ann Babineau  
Anglophone East  
School District- Public  
Health Nurse

Natasha Leger  
Anglophone East  
School District-  
Public Health Nurse

Richard Babineau  
RCMP

Lise Babineau  
RCMP

Sonya Babineau  
Ville de Dieppe

Nadine  
Melanson-LeBlanc  
City of Moncton

Micha Fardy  
United Way

Lackshman  
Jayatilaka  
CAFI

“The Boys and Girls Club of Moncton are proud to be a partner with United Way and the Youth First Committee. We see a value in collaborating with community partners to work on bigger projects and to give a voice to the Youth of our community. We believe in the research being done with the 40 developmental assets to find the good things that youth need to succeed.”

Derrick Beardsworth  
Director of Program Services  
Boys and Girls Club of Moncton



Alicia Duffy  
YWCA

Beth Lyon  
YWCA

Jewell Mitchell  
YWCA

Isabelle Lavoie  
CAFI

Trevor  
Droesbeck  
Diocèse de Moncton

Denise Caissie  
Moncton Youth  
Resident

Darren Airy  
Moncton Youth  
Resident

Cathy Manuel  
Moncton Youth  
Resident

Helene Allain  
Pastoral Jeunesse  
diocèse Moncton

Peter  
MacDonald  
Big Brothers Big  
Sisters Moncton

Andrew LeBlanc  
Boys and Girls  
Club of Riverview

Derrick  
Beardsworth  
Boys and Girls  
Club of Moncton

Carloe Murphy  
Anglophone East  
School District

Denise Miller  
CMHA NB  
Division

Joanne Gallant  
SIDA-AIDS  
Moncton

Tammy Keiver  
Community  
Representative

Christine Allain  
Anglophone East  
School District

Darlene Taylor  
Anglophone East  
School District

Dawn Parke  
Anglophone  
East School District

Mary Miffen  
Anglophone East  
School District

Liette Mainville  
Clinical Nurse-  
Mental Health

Jean-Louis Caron  
Place aux  
compétences

Paulette Tingley  
Town of Riverview

Jill Greene  
Town of Riverview

Lina Bourgeois  
District scolaire  
Francophone Sud

Maxime Gauvin  
District scolaire  
Francophone Sud

Dan LeBlanc  
Boys and Girls  
club of Moncton

Frances Devost-  
Cormier  
Anglophone East  
School District

Eddie Rutanga  
ACOA

Jeannot Ouellette  
Maison des Jeunes

Krista Cormier  
Horizon NB

Peter Sawyer  
Moncton Regional  
Learning Council

Marc Taillon  
Horizon NB

Rose-Marie Porelle  
Beauséjour Family  
Crisis Resource  
Centre

Sarah Short  
Enterprise  
Greater Moncton

Stacy Taylor  
NB Department of  
Health

Angela Roy  
Crossroads for  
Women

Melanie Belliveau  
CNIB

Julie Forest  
École Masquart

Pat Steeves  
Anglophone East  
School District

Bob Hebert  
Boys and Girls  
club of Dieppe

Paul Toner  
United Way

Jennifer Wilson  
Rogers  
Communications



# Who we help

Everybody deserves a good life. With our partners we are changing our communities.

United Way is creating opportunities for a better life for the people in Southeastern New Brunswick. Working with many community partners, we get at the heart of the matter. Our work and the work of the programs we fund are consistent with our values and principles and fall within our three focus areas.

## From poverty to possibility

Poverty is a complex set of stubborn, intertwined social issues. United Way is one of many partners working to address poverty in a meaningful way.

### Our communities today

Income can determine living conditions such as safe housing and ability to buy good food; it can impact our mental and physical health.

In 2011, the percentage of households in SENB earning less than \$20,000 ranged between 9% and 19%\*.

That same year, median household incomes in our communities varied between \$41,000 and \$70,165\*. Households in our urban core and those located in our more rural communities tend to be at higher risk for lower income.

### Goal

To help individuals and families have adequate and affordable housing; have the ability to access nutritious tasty food in a dignified and sustainable manner; build the skills and knowledge to increase employability, earning power and financial assets.



### Strategies

- Strategic multi-year investments in community partners fostering the development of essential skills in food literacy, financial literacy and educational opportunities that leads to employment.
- Partnering in efforts across the region that help move individuals from poverty to possibility, such as the At Home Chez Soi Housing First Research Project, the Westmorland Albert Food Security Action Group and our region's two Community Inclusion Networks.

\*Numbers are from My Community At a Glance 2014, New Brunswick, Community Profile Report (NBHC, 2014)

## All that kids can be

United Way focuses on children and youth because research tells us that this is one of the most powerful ways to address the root causes of social problems.

### 🕒 Our kids today

76% of our SENB youth have a positive view of their personal future yet only 36% know how to plan ahead and make choices\*\*.

Less than 40% of our kids report receiving support from positive adult role models in our community and feeling valued by them\*\*.

### 🎯 Goal

To put kids on the path to success by investing in their development from early childhood to young adulthood — ensuring they have the opportunities they need to thrive and have a healthy transition to adulthood.



### 🛠️ Strategies

- Strategic multi-year investments in community partners working to increase engagement in learning; connectedness and community involvement; and improve emotional and physical well-being in kids.
- Leading initiatives like All Star Coaches, Urban Neighbourhood Strategy and Youth First, which collectively work to develop and implement strategies and tools that help kids get the added support they need.

## Strong communities

United Way works in a variety of ways to help individuals, families and communities build what they need to be resilient, to achieve personal goals and build vibrant and engaged communities.

### 🕒 Our communities today

For adults in SENB, the percentage of those who rate their sense of belonging to their local community as being strong or somewhat strong ranges between 63% and 77%\*. Feeling connected to community is positively associated with self-reported levels of physical and mental health and can reduce the risk of poverty, obesity and poor school attainment.

### 🎯 Goal

To connect people to formal and informal supports that help: develop life skills, positive coping strategies and to get involved with their community making neighbourhoods vibrant places to live and work.



### 🛠️ Strategies

- Strategic multi-year investments in community partners providing counselling and support in areas of connectedness, personal safety and wellbeing for adults, seniors and persons with disabilities.
- Advance collective action efforts such as Community Inclusion Networks, the National United Way 211 initiative in New Brunswick and United Way Day of Caring.
- Invest in training and development for the community Non-profit sector to ensure effective and professional services that generate community knowledge to inform our work and change community conditions.

\* Numbers are from My Community At a Glance 2014, New Brunswick, Community Profile Report (NBHC, 2014).

\*\* Numbers are from the Developmental Asset Survey Report 2013.

# Working together

It takes a community working together  
at all levels to make change.

United Way partners with Agencies, Corporations, Education Districts, Government and Unions. Our collective strength can change people's lives for the better.

## Our partners include:



30+ Agencies



3 levels of government  
including federal,  
provincial, and  
municipal



2 school districts,  
2 colleges and 1  
university



14+ local unions



Facilitators for 2  
training sessions on  
outcome  
measurements for  
the non-profit sector.



1,000+ volunteers



203 employee  
giving campaigns



8,000+ donors



“It is always an eye opener for our members to hear first-hand how active and how very important the United Way is for so many people in our own backyard. It is hard to imagine what our society would look like without the contributions and efforts of the United Way. It's an organization whose tentacles reach deep into our community on so many levels. As an organization the United Way is second to none in terms of what it contributes to the overall wellbeing of our social fabric.

We look forward to our continued support of the United Way and to a better community because of it.”

John Terris  
President Local 51  
Canadian Union of Public  
Employees (CUPE)





## Give

Thanks to the kindness of our donors and commitment from thousands of volunteers, \$2.285 million was raised during our annual campaign.

### Campaign highlights:

- 72 companies in Southeastern New Brunswick had an increase in their employee giving campaigns.
- 9 new public and private employee giving campaigns came on board raising an additional \$10, 717 for United Way.
- The United Way of Greater Moncton and Southeastern New Brunswick Leaders (donors who contribute \$500 or more to United Way) raised more than \$616, 000 in the 2013 campaign.
- United Way - MALA Distinguished Community Service Award was awarded to its first ever recipient, W.Ross Bingham, QC.



*Rob Dysart and Deloras O'Neill presenting the United Way-MALA Distinguished Community Service Award to:*

### **W. Ross Bingham, QC**

Many deserve recognition for their community involvement. But when the committee convened to consider this award, the terms Distinguished Community service was quickly recognized to be synonymous with tonight's honoree- Ross Bingham, QC. Ross Bingham gives generously of his time as a volunteer to his profession and to his community.

The award recognizes outstanding philanthropic support by an individual in the legal sector to the community of Southeastern New Brunswick.





# Give - Loaned Representatives

Each year local workplaces from both the corporate and public sectors support the United Way by providing a Loaned Representative during the campaign season. These Loaned Representatives work full-time supporting workplace fundraising efforts at the United Way, while still on their company's payroll.

We thank the following organizations for their partnership and for providing us with dedicated, hardworking, energetic and fun employees for the 2013 Loaned Representative Program:

Lynne Albert - RBC  
Rémi Brine- PWGSC - Pension Centre  
Charla Campbell-Beers - UPS  
Kari Forbes - Medavie Blue Cross  
Erin Madsen - FRHI (Fairmont Raffles Hotels International)



“This unique opportunity was like no other in my career! I feel very fortunate to have had the chance to work at United Way and to have experienced so much in so little time.

As a Loaned Representative, I helped organize workplace campaigns across the region. I facilitated and attended campaign meetings and events, mobilized support, promoted the campaign, helped to recruit and retain volunteers and donors, and created awareness about how United Way is working to build a strong, healthy and safe community for all.

I also had the privilege of working with the very talented and dedicated team of professionals at United Way who graciously mentored me and gave me every possible opportunity to learn new skills and build the ones I already have to another level!

Waking up every morning knowing your day's work will do so much to help our community is not a bad feeling!”

Rémi Brine  
2013 Loaned Representative  
PWGSC- Pension Centre



## Leaders

At United Way, Leadership is a generous expression of community spirit and pride. Beyond a gift, your Leadership is a commitment to the region and everyone who lives here, and sets an example that inspires other to follow.

In 2013, over 843 Friends and Leaders contributed to the community through our United Way. The following list recognizes our our Leaders, those who gave \$500 or more during the 2013 Campaign. (174 Leaders requested to remain anonymous.) Every effort has been made to ensure the accuracy of the list. We apologize for any omissions. Please advise us of any mistakes or changes.

Troy Akerley  
Chantale Albert  
Lucille Albert  
Annette Allain  
Louise Allain  
Melanie Allen  
Natacha Allen  
Anna Anderson  
Francine C. Anderson  
Louise Andrew  
Andrea Anne  
Kristal Arbeau  
Clare Archibald  
Dawn Arnold  
Eric Arsenault  
Nadine Arsenault  
Normand Arsenault  
Simone Arsenault  
Catherine Ashby  
Carin Ashton  
Ellen Ayer  
Kim Ayles  
Barbara Ayoub  
Tim Baade  
Beverly Babin  
Allain Babineau  
Charles Babineau  
Chris Bacich  
David Balser  
Joseph Bannister  
Douglas Bannon  
Angeline Bartlett  
Anne Bastarache  
Beth Bastarache  
Ralph Bastarache  
Sophie Bastien-Daigle  
Deborah Bayliss  
Gilles Bazinet  
Angy Beatty  
Ronald Bégin  
Kathy Bekkers  
Diane Bélanger  
Erika Bélanger  
Marc Bélanger  
Diane Belliveau  
Josée Belliveau  
Lisa Belliveau  
Lorraine Belliveau  
Mark Belliveau  
Maurice Belliveau  
Natalie Belliveau  
Paul Belliveau  
Diane Benoit

Hugues Benoit  
Tim Bentley  
Ajay Bhatnagar  
Robert Black  
Peter Blair  
Dave Blakney  
Sylvie Blanchet  
Barry L. Blight  
Doug Bliss  
Alain Bordage  
Caroline Boudreau  
Don Boudreau  
Patrick Claude Bourbonnais  
Andre Bourque  
Raymond Bourque  
Jeanne Breau  
Roger Breckenridge  
Joel Brewer  
Peter Briggs  
Chris Brine  
Elianne Brockbank  
Christopher Brooks  
David Brooks  
James Darren Brown  
Lynette Brown  
Ted Brown  
Beth Brown  
Kirk Franceline Bugge  
Janice Bujold-Barton  
Theresa Burns  
Ron Burns  
Julie-Lynn Butland  
Marshall Button  
Judy Cairns  
Ericka Caissie  
Nadia Calam  
Anjum Caldwell  
Dale Cale  
Carol Lee Campbell  
Dave Campbell  
Jason Canter  
Jackie and Bob Cantin  
Doug & Christina Carr  
F Casey  
Lee Caswell  
Kathryn Cavanaugh  
Michael Chadwick  
Dale Chapman  
Lori A. Chapman  
Gérard Chaput  
Etienne Chiasson  
Gillian Chiasson  
Jeanne Chiasson

Scott & Jodi Chisholm  
Colin Christie  
Jill Clarke  
Therese Clevin  
Heidi Clowater  
James Cobbett  
Shirley Collette  
Bert W. Collier  
Jason Constable  
Tracy Cook  
Art Cook  
Janice Cooke  
Noel Cooper  
Bob Cormier  
Christopher Cormier  
Denis Cormier  
Germaine Cormier  
Gilles Cormier  
Gregory Cormier  
Jessica Cormier  
Kristine Cormier  
Susan Cormier  
Pierre F. Cote  
Mark Crawford  
Michael Crozier  
Bruce Curwin  
Sonya Dadson  
Josh Daigle  
Catherine Dallaire  
Jacqueline Dallaire  
Robert Davies  
Ted Davis  
Cheryl Dawson  
Jean Marc Delaney  
Yves Despres  
Luc Desroches  
Joe D'Ettore  
Al Dewitt  
John Diamond  
Roberto Didonato  
Mathieu Doiron  
Monica Doiron  
Bernard Donelle  
Stephane Dorais  
Jan & Don Doucet  
Dr. Jerome Doucet  
Michel Doucet  
Paul Doucet  
Sandra Dowling  
Cassandra Doyle  
Jean-Pierre Drapeau  
Robin Drummond  
Jacques Dubé

Gail Duffy  
Pascale Dumas  
Brenda Dunnett-Sturgeon  
Nicholas Dussault  
Matt Eagles  
Ruth Easson  
Brian Ehler  
Scott Elliott  
Tiffany Ellsworth  
John Emery  
Micha Fardy  
Kathryn Farquharson  
Esther Farrell  
Greg Fash  
Constance Faulkner  
Steven Faulkner  
Sherene Faulkner-Jackson  
Carol Fecteau  
Phyllis Feeney  
Peter Feldmann  
Craig Fenton  
Gerald Ferguson  
Phillippe Ferron  
Cindy Fifield  
Tyson Firlotte  
Louise Fiset  
Sharon Fisher  
Sonya Ford  
Colette Fortin  
Gabrielle Fortin  
Julie Fortin  
Luann & Tracy Foster  
Daniel Fougere  
Isabelle Fournier  
Heather Fowler  
Mariano Franco  
Peter Fullarton  
Audrey Gaddess  
Craig Gaddess  
Denis Gagnon  
Jean-Luc Gagnon  
Kimberly Gale  
Cecelia Gallant  
Francine Gallant  
Marise Gallant  
Rick Gallant  
Jocelyne Gallien  
Gilles Gaudet  
Rheanne Gautreau  
Terry Gauvin  
Aynsley Geddes  
Marc Genuist  
Deborah & Mike George



Brian Gibbons  
Helen Gibson  
James Gibson  
Michael Giffard  
Rodney Girvan  
Kelley Glass  
Tammy Godfrey  
Ghislain Godin  
Timothy Gordon  
Melissa Gosse  
Patrina Gough  
Dr. Karen Grant  
Derek Green  
Meghan Greene  
Kelly Gregory  
Danny Guitard  
Susie Gunderson  
Sonia Hache  
Steve Hachey  
Allison Hakomaki  
Derek Hale  
Louis Hall  
Serge Hall  
John Hanson  
Patricia Harknett  
Hélène Harper  
Jennifer Hawkins  
Martin & Susan Haynes  
Marilyn Hayre  
Andre Hebert  
Liette Hebert  
Lorna Hebert  
Michel Hebert  
Pauline Hebert  
Linda Hébert  
Mark Henderson  
Franca & Bill Hennessey  
Debbie Hicks  
Gayle Hicks  
Brenda Hilderman  
Harold Hines  
Andrew Holt  
Lynn Holt  
Mary Holt  
Stephanie Hopper  
Diane Horsman  
René Houle  
Judy Howatt  
Wanda Howell  
Johanne Huard  
Steve Hunt  
Craig Hutchinson  
Duncan Hutchison  
Robert Irving  
Craig Isaac  
Liz Ito  
Ross and Carol Jackson  
Daniel Janes  
Mike Jenkins  
Cindy Johnson  
Kelly Johnson  
Larry Johnson  
Stacey Johnson  
Gloria Jollymore  
M. Jones  
Enos Todd Justason  
Cheryl Keats

James S Kelly  
Neil Kennedy  
Zachary Killam  
Scott Killen  
Jane King  
J. Dan Kirk  
S.L. Hugh Kirkegaard  
Morley Knight  
Allen Ktichen  
Dan Kuehl  
Patrick Lachance  
Charmayne Ladriere  
Patti Laforest  
Stéphane Lagacé  
Tania Lagacé  
Frank Landry  
Line Landry  
Marc Landry  
Nicole Landry  
Steven Landry  
Allison Lang  
Yvon LaPierre J  
immy LaPlante  
Annick Lapointe  
Denis Larocque  
Heather Laurence  
Greg Lavack  
Cynthia Lavigne  
Tracy Lavigne  
Gilles Lavoie  
Christina Lawlor  
Jean Lawlor  
Peter Lawlor  
Erin Leaman  
Annette LeBlanc  
Bernadette LeBlanc  
Brandie LeBlanc  
Claude LeBlanc  
Donald LeBlanc  
Gabriel LeBlanc  
Ginette LeBlanc  
Isabelle LeBlanc  
Joanne LeBlanc  
Julie LeBlanc  
Kathy LeBlanc  
Leo LeBlanc  
Lise-Anne LeBlanc  
Lorraine LeBlanc  
Lorraine LeBlanc  
Marc LeBlanc  
Marie LeBlanc  
Pierre Philippe LeBlanc  
Sally LeBlanc  
Serge LeBlanc  
Stephane LeBlanc  
Suzanne Leblanc  
Suzanne LeBlanc  
Valeri Leblanc  
Vanessa LeBlanc  
Monique LeBlanc  
Paul LeBlanc  
Therese LeBlanc  
Etienne LeBoeuf  
Pascale LeBrasseur  
Chriss Legacy  
Barbara Leger  
Jennifer Leger

Melanie Leger  
André Léger  
Suzanne Léger  
Paul-Émile Legere  
Yves Legere  
Luc Légère  
Nathalie Lemay  
Stephen Lemay  
Marc Lemieux  
Paulette Léonard  
Dr. Peter Lightfoot  
Roger Lirette  
Sandra Long  
Benoit Losier  
Bernice Losier  
Joanne Losier  
Yvette Love  
Anthony Luck  
Raymond Lynch  
Douglas Lyon  
David Macadam-Tomlinson  
Theressa MacAleese  
Kristen MacArthur  
Malcolm MacBeath  
Marjorie Anne MacBeath  
Robin MacCallum  
Martin MacCool  
Bruce MacDonald  
Haley MacDonald  
Jody Macdonald  
Opal MacDonald  
Trevor MacDougall  
Anita MacInnis  
Todd MacIntosh  
Jessica MacIntyre  
Ian & Maude MacKenzie  
Therese MacLellan  
Allison MacLeod-McArthur  
Pamela MacQuarrie  
Matthew Mahoney  
John Maisey  
Pierre Mallet  
Guylaine Mallet  
William Shanley Mann  
Calvin Martini  
Warren & Angela Mason  
Stacey Mason  
Jansen Matchett  
Rory Matchett  
Rose Maxner  
Deborah Maxted  
Jean-Marc Mazerolle  
Monique Mazerolle  
Michelle McAleese  
Mary McCarron  
Brian McCully  
Eric McDonald  
Sarah McGee  
Craig McGregor  
Francis McGuire  
Deborah McInnis  
Kelsey McKay  
Rhea McKeil  
Heather McKinley  
Daniel McLaughlin  
Marius McLaughlin  
Patricia McLean

Dawn-Marie McLeod  
Christopher Adam McMahon  
Ed McNally  
Janice McNutt  
Lanctin Shawn Meikle  
Cara Lynn Melanson  
Joshua Melanson  
Michel Melanson  
Nathanael Melanson  
Norma Melanson  
Germaine Mercier  
Vincent Mercier  
Melanie Mezones  
Daphnée Michaud  
Rachel Middleton  
Marianne Millar  
Liana Minnaar  
Allen Mitchell  
Dean Mokler  
Allyson Monaco  
Terry Moore  
Robert Moreau  
Jean Morency  
Mikio Moriyasu  
Gilbert Morneau  
Curtis Morrison  
Sandra Yvonne Moss  
Matthew Moulard  
David Muir  
George Phillip Muir  
Wade Kevin Mullin  
David Mundy  
Jonathan Munn  
Linda Munro  
Barry Murphy  
Carole Murphy  
Emily Murphy  
Gene Murphy  
Ellen Murray  
Peter Nealon  
Janice Nishikawa  
Jane Noble  
Joanne Noel  
Daryell Nowlan  
Kristina O'Brien  
Mary O'Donnell  
Jeannie O'Keefe  
Kent Ostridge  
Liette Ouellette  
Louis Ouellette  
Patricia Ouellette  
Janice Owens  
Anne-Marie Parenteau  
Susan Parker  
Neal Patterson  
Justin S. Pauley  
Margot Payne  
Kristen M. Peddle  
Paul Pellerin  
Wendy Peters  
Cynde Phillips  
Peter Phillips  
Suzanne Phillips  
Ghislain Plourde  
Mark Pluta  
Lise Poirier  
Denis Poirier

Donald Poirier  
Joseph Pomeroy  
Vince Power  
Dr. Vikash Prasad  
Renata & Steven Price  
Mark Pugh  
Gary Pynn  
Barbara Ann Quigley  
Steven Rankine  
Richard Ravn  
Warren Rayworth  
Corinne Reagon  
John Redding  
Jo Ellen Reeder  
Richard Regimbal  
Kathy Reid-Breau  
Carol Rice  
Bernice Richard  
Gisèle Richard  
Jacqueline Richard  
Louise Richard  
Lyne Richard  
Mario Richard  
Sara Richard  
Stephan Richard  
Chantal Rioux  
Dr. Jean Louis Rioux  
Mike Robart  
Candice Robertson  
Kimberley Robichaud  
Linda Robichaud  
Nathalie Robichaud  
Emery Rogers  
Gregory Rogers  
John Rogers

Brenda Roos  
Rhonda Lee Rossiter  
Lynn Roy  
Marco Russell  
Shelley & Bryant Russwurm  
Abdul Samad  
Debbie Sampson  
Glenn Sampson  
Rebecca Sampson  
John Sanford  
Louise Saulnier  
Brenda Savage  
Corinne Savage  
Jennifer Savard  
Robert Savoie  
Ralph Sawyer  
Jason Schella  
Schlichter Family  
Todd Scott  
Graham Sears  
Erinn Shaban  
Katherine Silvea  
Samantha Sinclair  
Dave Small  
Anne-Marie Smith  
Colin Smith  
Crystal Smith  
Denise Smith  
Gisele Smith  
Todd Smith  
Tricia Smith  
D. Susan Smith  
Judy Sorrey  
Joyce Spence  
Deborah Spencer

K. Brent Spencer  
Marcelle St. Pierre  
Mark St. Pierre  
Jeannette Steeves  
Jennifer Steeves  
Mary Stephenson  
David Stevens  
Kim Stevens  
Lola Stewart  
Charlene Sullivan  
Kelly Sullivan  
Marc Surette  
Reginald Surette  
Tobie Surette  
Joseph Sutton  
Kim Swift  
Cynthia Taillefer  
Shawn Taylor  
Brenda Teed  
Michel Tetu  
Joseph Thebeau  
Chantal Theriault  
Yvan Theriault  
Denise Thériault  
Lise Thibodeau  
Stephane Thibodeau  
Murray Thompson  
Michael Thomson  
Dr. D.Roy Tingley  
Louise Tingley  
Paul Toner  
Janet Tracy  
Sherry Ussher  
Sherry Vallières  
Helen Varner

Kevin Vaughan  
Alain Vautier  
Carole Vautour  
Chantal Vautour  
Rachelle Vautour  
Anne Veniot  
Pablo Vergara  
Jeff Vey  
Gaetane Vienneau  
Raymond Vienneau  
Andre Vincent  
Benjamin Vuillemot  
Elmer Wade  
Bob Wallace  
Sigrid Walters  
Shawnda Ward  
Josette Wedge  
Jason Welch  
Bill Whalen  
Crystal Wheaton  
Judy Wheaton  
Tracy White  
Donna Whiteway  
Christopher Whynot  
Barry Williams  
Kevin Williams  
Warren Williams  
Jennifer Wilson  
Kristin Wilson  
Lynn Wilson  
Candice Wood  
Karen Wood  
Kim Wood  
Sophie Woodcock  
Elizabeth Wright  
Heather Wylie



“Wayne and I have supported United Way at a leadership level for well over a decade. We believe that United Way is a quality agency, promoting positive outcomes for our most vulnerable citizens. We believe that United Way makes a significant impact on our community, working with and supporting agencies to grow, flourish, collaborate and make a collective impact. We also believe that United Way operates with full integrity.”

Clare Archibald  
Director,  
Education and Early  
Childhood Development;  
and United Way Leader



# Campaign Celebration Awards

Over 203 companies participate in the United Way Campaign; their contributions are highlighted at the Campaign Celebration in February 2014. Thank you to all companies, CEOs, union leaders, unions, employee campaign coordinators, and employees who help make our campaign a success.

**Outstanding Federal Government Campaign**  
Correctional Service Canada – Regional Headquarters\*

**Outstanding Provincial Government Campaign**  
Social Development

**Outstanding Municipal Government Campaign**  
City of Moncton\*

**Outstanding New Business Campaign**  
Atlantic Human Services Inc.

**Honourable Mention**  
Capitol Theatre

**Best Overall Corporate Campaign (1 to 50 employees)**  
Enterprise Holdings – Enterprise Rental Car

**Best Overall Corporate Campaign (51 to 150 employees)**  
VIA Rail 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. Canada Revenue Agency \*
8. P.W.G.S.C.- Public Service Pay Centre - Miramichi
9. P.W.G.S.C. – Branches\*
10. Radio Canada – Radio Canada\*

**Best Overall Corporate Campaign (151 employees or more)**  
Irving Group

**Best Overall Non Profit Campaign**  
Moncton Headstart Inc.

**Leadership Award**  
FRHI (Fairmont Raffles Hotels International)

**Yves Despres Award of Distinction – Outstanding Public ECC**  
Liette Lavallée, Atlantic Canada Opportunities Agency\*

**United Way's Outstanding Corporate ECC**  
ExxonMobil United Way Committee

**Larry Hutchinson Award of Distinction**  
GTECH Canada ULC.

**Community Impact Award**  
Day of Caring Committee

## Corporate Top Ten

1. ExxonMobil
2. RBC Financial Group
3. UPS
4. Medavie Blue Cross
5. Atlantic Lottery
6. Irving Group
7. FRHI (Fairmont Raffles Hotels International)
8. GTECH Canada ULC.
9. Co-op Atlantic
10. Rogers

\* Indicates workplaces  
with Unions.





## Volunteer

Thanks to our volunteers for their passion, hard work and energy. Volunteers help United Way save more than \$84 900 annually in salaries and contribute over 5 600 hours a year to United Way.

### Here's what some of our volunteers did in 2013:

- 600 volunteers participated in 48 United Way Day of Caring projects. A Day of Caring connects volunteers with an agency to complete one-day work projects. It's a great way for participants to learn more about the agencies in Southeastern New Brunswick, and to experience first-hand the impact of their contributions.
- 5 "loaned representatives" - employees who are seconded to United Way – acted as fundraising account managers leading volunteers and inspiring donors.
- 158 employee campaign coordinators ran fundraising campaigns within their workplaces.



Rick Cook (Cook's Home Hardware Building Centre, and Shawn Kelly (Asurion)  
Day of Caring Committee Members.



### Hours

The volunteers have devoted  
**32,772 hours**  
during the 10 Days of Caring, which  
is the equivalent of just over  
**\$500,000**

in pay. In Canadian  
quarters, that amount of money  
would weigh approximately

**8.8 tonnes**

### Soil

In ten Days of Caring  
**656,050 lbs**  
of soil was used to grow gardens and  
plant flowerbeds. That's enough soil for

**4,064,643**

sprouts. If each of those sprouts  
produced one vegetable, that  
would provide almost

**20**

vegetables for every person in the  
Southeast of New-Brunswick area.



### Paint

A total of around  
**1,715 L**  
of paint has been used in the past.  
That is enough paint to cover

**17**

North American ice hockey rinks.  
It is also the equivalent of

**14,423**

hockey pucks in volume.



**Day  
of Caring**  
Give. Volunteer. Act.





# Act

Progress depends on working together: coordinating our actions, measuring the same things and sharing what we learn. Acting together, we can change lives. By building capacity in the non-profit sector our agencies and communities are stronger.

Here's what we accomplished:

- In 2013, Andrew Taylor, PhD, and industry expert in program evaluation worked with United Way and agencies to build our understanding and ability to report on community outcomes. This will allow agencies and the United Way to report on specific changes in the community.
- In 2013, almost 6,000 students grades 5 to 12 in both Anglophone East and Francophone school Districts participated in the Developmental Asset survey. The results let us know how kids in Southeastern New Brunswick are doing when it comes to the things they need to grow up healthy and strong to be resilient in tough situations. The results let us know that in the past three years our kids are doing better, but that there's still work to be done.
- In 2013 over 52 corporate leaders attended the Southeastern New Brunswick Corporate funders dialogue - Insight. Invest. Impact. The dialogue addressed maximizing the impact of social investments in our communities and was presented through a partnership between the three United Ways in New Brunswick, Mariner, Landal Inc., the Greater Saint John Community Foundation, the Fredericton Community Foundation, the Business Community Anti-Poverty Initiative in St. John and the Fundy Community Foundation.
- In 2013, the United Way All Star Coaches partnered with the Frye festival and participated in the kids' fest and readings by author Philip Roy. The All Star Coaches made reading contagious in four schools while sporting their moustaches and connecting kids with positive adults through Movember literacy mania. In October, our All Star Coaches joined over 100 other men in the city to take a stand against violence against women by walking a mile in her shoes.



*UW All Star Coaches Norvel McConnell (Moncton Miracles), Trevor MacDougall (United Way), Rémi Brine (Public Service Pension Centre) and Peter MacDonald (Big Brothers Big Sisters Moncton).*

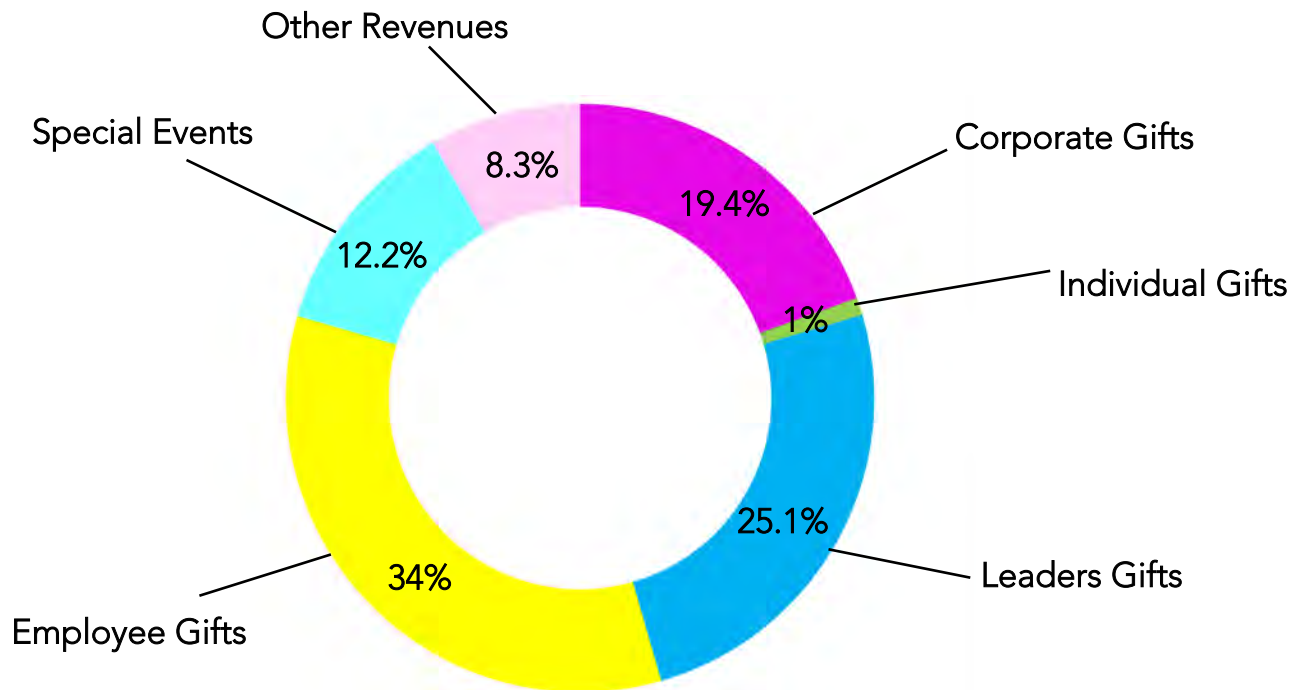
United Way All Star Coaches found out what it's like to "walk a mile in her shoes." They helped raise awareness in the community about the serious causes, effects and remediations to men's sexualized violence against women.

# Financials

Collective strength changes people's lives for the better.

We are all in this together. You helped us raise \$2.285 million for the communities in Kent, Westmorland and Albert counties.

How the money came in.

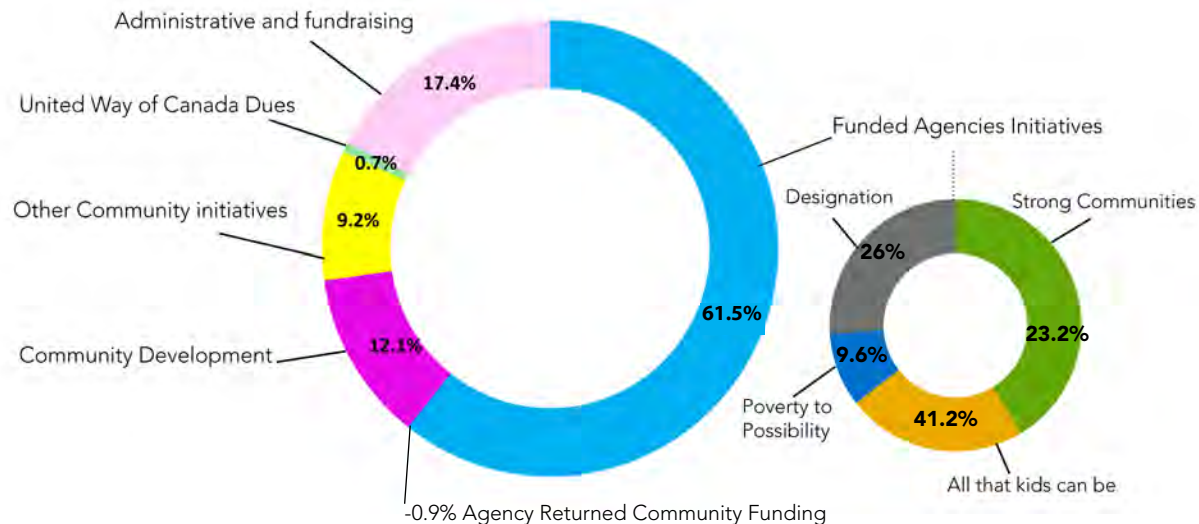


Corporate Gifts	\$478,237
Individual Gifts	\$ 23,712
Leaders Gifts	\$616,500
Employee Gifts	\$833,772
Special Events	\$298,833
Other Revenue	\$204,513

**Total Revenue: \$2,455,567 million**

*United Way obtains revenue through the annual campaign, but also through grants and other partnerships.*

## How the money was spent.



Total Expenses: \$2,387,925 million

Funded Agencies and Initiatives \$1,469,448

Poverty to possibility	\$140,000
All that kids can be	\$605,910
Strong communities	\$341,256
Donor designations	\$382,282

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

Community Development \$288,620

Other Community Initiatives \$218,941

Day of Caring	\$19,890
Other	\$199,051

*Our stakeholders rely on us for more than funds; they look to us for support in social planning, community development, research, advocacy and engagement. This is what our Community Development funds.*

United Way of Canada Dues \$16,521

Administrative and Fundraising \$416,595

Agency Returned Community Funding \$-22,200  
(Forfeited Community Funding)

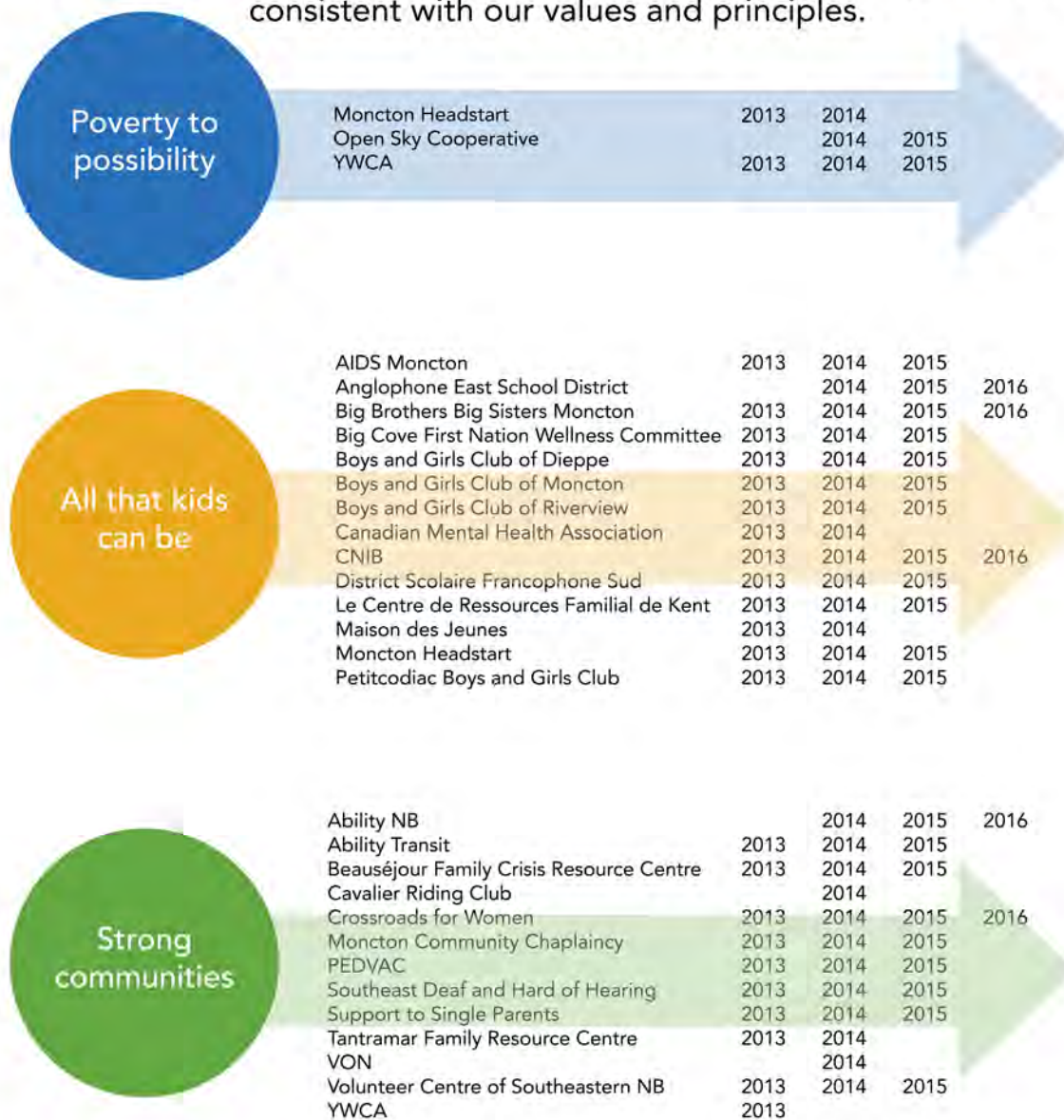
*Other Community Initiatives include the Community Food Mentorship program, the Community Inclusion Network, Food Security Initiatives, Agency workshops and training and Community Initiatives.*

*\$22,200 were returned by agencies (forfeited). These funds were allocated between 2008 and 2012 but not used. They were re-allocated to the community fund for agency funding in 2014.*

View our Financial Statements in detail online at: [gmsenbunitedway.ca/policies-and-reports](http://gmsenbunitedway.ca/policies-and-reports)



United Way is funding change in Southeastern New Brunswick through community partners committed to working in our 3 priority areas and consistent with our values and principles.





Give. Volunteer. Act.



**United Way**

**Greater Moncton and  
Southeastern New Brunswick**

**Change starts here.**

22 Church Street, Suite T210  
Moncton, NB E1C 0P7  
506.858.8600 | F 506.858.0584  
Email:  
[office@moncton.unitedway.ca](mailto:office@moncton.unitedway.ca)