

Change starts here.



United Way

2014

# 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.



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United Way of Greater Moncton and Southeastern New Brunswick is proud to be a member of Imagine Canada.

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



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

“Every individual deserves access to equal opportunities to build a better life for themselves. United Way's vision is to foster 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 to 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 with the resources needed to strengthen the community and create change.



### Capacity Building:

We build capacity in the non-profit sector by providing year round support and training for agencies.

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.

### 2014 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**  
Town of Riverview



**Eddie Rutanga**  
**Vice-Chair**  
ACOA



**Jordan Dugas**  
**Treasurer**  
AC Stevenson &  
Partners



**Jim Jones**  
**Past-President**  
Community  
Representative



**Marshall Button**  
Capitol Theatre



**Todd MacIntosh**  
KPMG



**Robin Drummond**  
IGT



**Claire Turbide-Albert**  
Atlantic Lottery



**Lisa Paschal**  
J.D. Irving, Limited



**Gail Duffy**  
Medavie Blue Cross



**Martin MacCool**  
Scotiabank



**Marie LeBlanc**  
Fisheries and Oceans  
Canada



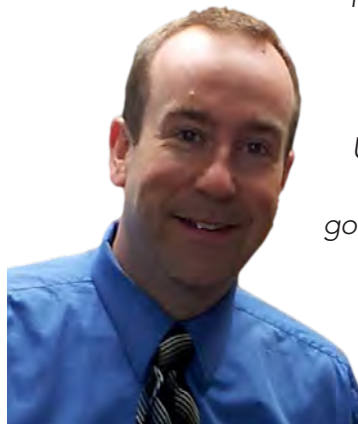
**Deloras O'Neill**  
Doloras O'Neill  
Mediation



**Kevin Williams**  
Sun Life Financial  
Services



**Dr. Karen Grant**  
Mount Allison  
University



“This year United Way's **Happy NB** campaign focused on all of the positive things that are happening in Southeastern New Brunswick, and saw great success with its largest fundraising goal to date. Our board members are a dedicated and motivated group of individuals committed to strengthening the United Way, while maintaining high standards of accountability and governance. Together, we continue to define United Way's role in the non-profit sector and in building communities.”

**Colin Smith**  
Board Chair

## 2014 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.

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

**Lawrence Forbes**  
**Vice-Chair**  
Seahold Investments

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

**Martin MacCool**  
Scotiabank

**Ted Brown**  
UPS

**Mike Belong**  
Anglophone East School District

**Tania Stote**  
Medavie Blue Cross

**Ken Charters**  
ExxonMobil

**Craig Gallant**  
Deloitte

**Jeff Hill**  
Costco

**Tyson Firlotte**  
Irving Group

**Jacques Laprise**  
Service Canada

**Scott Chisholm**  
Lounsbury Group

**Maurice Belliveau**  
City of Moncton



“The Campaign Cabinet is grateful for the 192 workplaces whose dedication, generosity and fundraising efforts this year have enabled the United Way of Greater Moncton and Southeastern New Brunswick the ability to create stronger and healthier communities.”

**Lisette Michaud-Carrier**  
Campaign Chair

## 2014 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.

**Normand Blais**  
**Co-Chair**  
RCMP

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

**April Parker**  
Cox and Palmer

**Lynne Faught**  
Atlantic Lottery

**Geneviève Furlotte Madore**  
District scolaire francophone sud

**Renée Cormier**  
LeBlanc Maillet

**Lew Cummings**  
Community Representative

**Felipé Jumenez**  
Fairmont Raffles Hotels International

**Karine LeBlanc**  
Medavie Blue Cross

**Darren Rose**  
NBCC

**Peter Schlichter**  
IGT

**Derek Ermen**  
Ermen Plumbing and Heating

**Kevin Williams**  
Sun Life Financial

**Marilyn Galliot**  
Community Representative



**Normand Blais and Dan Johnson**  
Community Investment Committee Co-Chairs

“The Community Investment Committee members are committed to creating sustainable positive change in the community. In 2014, the United Way is proud to have invested in more than 28 agencies to provide 30 programs, the support needed to strengthen our community.”





## 2014/15 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 more than 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

**Rose-Marie Richard**  
Atlantic Lottery

**Lisa Brush**  
Rogers  
Communications

**Roger Breckenridge**  
ExxonMobil

**Mark Seamans**  
Atlantic Human  
Services

**Sandra King**  
Bell Aliant  
& Aliant Pioneers

**Jennifer Wilson**  
Rogers  
Communications

**Claudette Leger**  
Lexitech

**David Brooks**  
ExxonMobil

**Cheryl Estabrooks**  
Atlantic Lottery

**Topher Kingsley-Williams**  
Ongoza  
(2015)

**Charlene Fox**  
City of Moncton  
(2015)

**Dan Parlee**  
RBC  
(2015)

**Dan Gillis**  
Ongoza  
(2015)

**Denis Daigle**  
Ongoza  
(2015)

**Lorraine MacLeod**  
Atlantic Lottery  
(2015)



“The United Way of Greater Moncton and Southeastern New Brunswick's Day of Caring® has become the largest single Day of Caring® in Canada! We are proud of the engagement and participation of the committee, workplaces, and agencies that work together on this day to make a visible and substantial impact in their community, and we look forward to continuing to ramp up our efforts this year. One Day of Caring® changes lives!”  
**Dawn Steele**  
Day of Caring Committee Chair

## 2014 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**  
J.D. Irving, Limited

**Carla Bourque**  
Atlantic Lottery

**Jackie Cantin**  
Anglophone East  
School District

**Fred LaForge**  
Smithy Creative Group

**Paul Thomas**  
Newcap Radio

**Sharon Corcoran MacPhee**  
Community Representative

**Marisa Piccini**  
YWCA

**Nathalie Levesque**  
Fisheries & Oceans  
Canada



“The Marketing Committee continues to support the United Way by suggesting new and creative ways to promote engagement. We want everyone in Southeastern New Brunswick to understand the impact the United Way has on our community.”  
**Lisa Paschal**  
Marketing Committee Chair

## 2014 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.

<b>Andrew LeBlanc</b> Boys & Girls Club of Riverview	<b>Alicia Duffy</b> YWCA of Moncton	<b>Annie Caron</b> Youth Impact Moncton	<b>Annette Bourque</b> Office of the Child & Youth Advocate
<b>Lynda Carey</b> Boys & Girls Club of Riverview	<b>Beth Lyons</b> YWCA of Moncton	<b>Cathy Manuel</b> Youth Impact Moncton	<b>Melanie LeBlanc</b> Ombudsman/Office of the Child & Youth Advocate
<b>Matthew McKeigan</b> Boys & Girls Club of Riverview	<b>Jewell Mitchell</b> YWCA of Moncton	<b>Darren Airy</b> Youth Impact Moncton	<b>Carly Dewitt</b> Community Representative
<b>Lorna Hicks</b> Boys & Girls Club of Petitcodiac	<b>Angelique Reddy</b> YMCA of Greater Moncton	<b>Denise Caissie</b> Youth Impact Moncton	<b>Tammy Keiver</b> Community Representative
<b>Derrick Beardsworth</b> Boys & Girls Club of Petitcodiac	<b>Bonnie Geldart</b> YMCA of Greater Moncton	<b>Doug Comfort</b> Codiac Regional RCMP	<b>Tara Steeves</b> Community Representative
<b>Daniel LeBlanc</b> Boys & Girls Club of Moncton	<b>Jason Jones</b> YMCA of Greater Moncton	<b>Richard Babineau</b> Codiac Regional RCMP	<b>Samantha Burke</b> Community Representative
<b>Ashton Arsenault</b> Boys & Girls Club of Moncton	<b>Trevor Droesbeck</b> Archdiocese of Moncton	<b>Lise Babineau</b> Codiac Regional RCMP	<b>Peter MacDonald</b> Big Brothers Big Sisters of Greater Moncton
<b>Stephanie Patterson</b> Anglophone East School District	<b>Debby Warren</b> AIDS Moncton	<b>Jeannot Ouellette</b> Maison de Jeunes	<b>Elyse Hamel</b> Fédération des jeunes francophones du N.-B.
<b>Christine Allain</b> Anglophone East School District	<b>Sarah Doiron</b> AIDS Moncton	<b>Marc Taillon</b> Horizon NB	<b>Peter Sawyer</b> Moncton Regional Learning Council
	<b>Eddie Rutanga</b> ACOA	<b>Krista Cormier</b> Horizon NB	<b>Denise Miller</b> CMHA NB Division
<b>Darlene Taylor</b> Anglophone East School District	<b>Julie Roy-MacAdam</b> Anglophone East School District	<b>Cheryl Laliberte</b> Anglophone East School District	<b>Sonya Babineau</b> City of Dieppe
<b>Dawn Parke</b> Anglophone East School District	<b>Frances Devost-Cormier</b> Anglophone East School District	<b>Jill Greene</b> Town of Riverview	<b>Karine Lavoie</b> Town of Riverview
<b>Pat Steeves</b> Anglophone East School District	<b>Mary Miffen</b> Anglophone East School District	<b>Paulette Tingley</b> Town of Riverview	<b>Nadine Melanson-LeBlanc</b> City of Moncton



## Who we are

**Lisa Ann Babineau**  
Anglophone East/Public  
Health Nurse

**Natasha Leger**  
Anglophone East/ Public  
Health Nurse

**Adèle LeBlanc**  
Vitalité Health Network

**Claudette Bernard-LeBlanc**  
Vitalité Health Network

**Anne Belliveau-LeBlanc**  
Vitalité Health Network

**Danielle Robichaud**  
Vitalité Health Network

**Isabelle Darveau**  
Vitalité Health Network

**Liette Mainville**  
Vitalité Health Network

**Isabelle Lavoie**  
Centre d'accueil et  
d'accompagnement  
francophone des immigrants du  
Sud-Est du Nouveau-Brunswick  
(CAFI)

**Lashkman Jayatilaka**  
Centre d'accueil et  
d'accompagnement  
francophone des immigrants du  
Sud-Est du Nouveau-Brunswick  
(CAFI)

**Jean-Louis Caron**  
Place aux compétences

**Mélanie Belliveau**  
CNIB

**Jenna Steeves**  
Multicultural Association of the  
Greater Moncton Area  
(MAGMA)

**Laurianne Brown**  
Vitalité Health Network

**Kim Robichaud**  
Coalition Against  
Abuse in  
Relationships (CAAR)

**Sarah Short**  
3+

**Stacy Taylor**  
NB Department of  
Health

**Paul Toner**  
United Way

**Micha Fardy**  
United Way

**Josée H. Levesque**  
District scolaire  
francophone sud

**Christina Farnsworth**  
Mennonite Central  
Committee Canada

**Judy Cyr**  
RCMP Riverview  
Detachment Southeast  
District

**Annie R. Savoie**  
District scolaire  
francophone sud

**Julie Forest**  
District scolaire  
francophone sud

**Annick-Levesque  
Frenette**  
District scolaire  
francophone sud

**Richard Lemay**  
District scolaire  
francophone sud

**Maxime Gauvin**  
District scolaire  
francophone sud



“The Town of Riverview is proud to be a partner with United Way and the Youth First Committee. We see value in collaborating with community partners to work on bigger projects, exchange ideas with leading professionals, and to offer opportunities for youth to engage with our community.”

**Jill Greene**  
Town of Riverview

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

### Did you know...

19,590 people in NB were assisted by food banks in 2014.<sup>1</sup>

### Breaking the cycle...

Creating long-term change is about getting to the root of the problem. Individuals and families living on lower or fixed incomes are learning how to better shop for their food, how to prepare healthy and delicious meals, and have the option to purchase healthy food boxes at a low cost.



"I am so thankful for this program because now, at the end of the month when my money's all gone, I still have food in the freezer, and food to eat." Mapleton Teaching Kitchen Participant.



7/10 of Fresh for Less box users say they get more "bang for their buck" on healthier grocery choices through Fresh For Less. In 2014, 620 people in Greater Moncton participated in monthly Fresh For Less, healthy foodboxes.

### Why food security matters:



#### BARRIERS TO CHILD SUCCESS

Children experiencing food insecurity are at increased risk of mental illness, learning difficulties, poor social skills and behavioural problems.<sup>2</sup>



#### CHRONIC DISEASE AND HEALTH CONCERNS

Food insecurity places individuals at a higher risk of chronic illnesses such as Type 2 diabetes, anemia, obesity, mental health issues and heart disease.<sup>3</sup>

### Why housing stability matters:



#### CHRONIC HEALTH ISSUES

Homeless and precariously housed people are likely to suffer from unmanaged chronic health conditions.<sup>4</sup>



#### INCREASED ISOLATION AND VULNERABILITY

They are more likely to experience food insecurity, unemployment, addictions and mental health issues.<sup>5</sup>

<sup>1</sup> Source: Hunger Count 2014, Food Banks Canada

<sup>2</sup> Source: L. Zamecnik, « Canadian Women and Children Hit Hard by the Impacts of Food Insecurity », Journal of Hunger and Poverty, vol. 1, no 1 (2009), article 10.

<sup>3</sup> Source: A. Howard et Dr J. Edge, Enough for All: Household Food Security in Canada. Ottawa : Conference Board du Canada, 2013, p. 10.

<sup>4</sup> Source: Waldbrook, N. 2013. Homelessness, Stable Housing, and Opportunities for Healthy Aging: Exploring the Relationships. Queen's University Press: Kingston, Ontario. p. 26

<sup>5</sup> Source Gaetz, S. 2012. The Real Cost of Homelessness: Can We Save Money by Doing the Right Thing? Toronto: Canadian Homelessness Research Network Press. p. 6

## 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.

### Did you know...

70-75% of children in NB enter kindergarten ready to learn.<sup>1</sup>

In 2014, United Way dollars helped prepare **226** pre-school aged children in Kent and Westmorland counties for school, helping them get the best start.



Early childhood programs have a social Return on Investment of \$3 for every \$1 invested.<sup>2</sup>

### Did you know...

In just one year **30%** of the chronically absent students being tracked in one school are now going to school regularly.



The estimated annual savings to society for every youth who graduates high school is \$15,850 (in earning loss, use of social assistance, healthcare, crime and tax revenue loss).<sup>3</sup>

## Giving kids a place to be kids.

United Way and partners are providing **2,157** kids with a place to go after school or in the evening to connect with their peers, be themselves and get the support they need to grow in a positive way.

## Strong communities

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

### Did you know...

The United Way Day of Caring® connects individuals with agencies for a day of meaningful hands-on projects.

**960 Corporate volunteers**



**60 Agencies/project sites**



**3 Counties** (Albert, Kent and Westmorland)

**1 Great day!**



### Did you know...

**24% of seniors in NB live alone.**<sup>4</sup>

In 2014, **78** seniors gained confidence through greater mobility, and continued to live independently, decreasing their social isolation.



"I have more confidence now; I go out to visit my neighbours more. I now feel connected to the people living in my building." Participant of S.M.A.R.T (VON).

## Keeping people connected.

In 2014, United Way and partners provided approximately **2,375** drives per month so people could access services they need to stay connected to their communities and live independently.

<sup>1</sup> Source: Early Years Evaluation Direct Assessment survey.

<sup>2</sup> According to U.S. economist and Nobel Prize winner James Heckman.

<sup>3</sup> Source: Canadian Council on Learning, 2008.

<sup>4</sup> Source: My Community at a Glance 2014



# Working together

It takes a community working together at all levels to create 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 2 universities



14+ local unions



4 organizations specializing in Measurement & Evaluation



1,400+ volunteers



192 employee giving campaigns



7,600+ donors



“Public Sector workers who are members of the Public Service Alliance of Canada (PSAC) recognize the important work done by the United Way. Every year we contribute by enrolling in the payroll deduction program, knowing that our hard earned money will make the greatest impact in the local community. We are proud to have played a critical role in one of the most successful fundraising campaigns of the United Way of Greater Moncton and Southeastern New Brunswick, by contributing more than a quarter of the total amount raised. We stand in solidarity.”

**Jeannie Baldwin**  
Regional Executive Vice-President  
PSAC Atlantic



# Give

Thanks to the kindness of our donors and commitment from thousands of volunteers, \$2,312 million was raised during our annual campaign.

## Campaign highlights:

- 2014 marked the most ever raised in one campaign by United Way of Greater Moncton and Southeastern New Brunswick. We are truly appreciative of our 7,600+ donors and 192 corporate partners who see the advantages of contributing to annual United Way campaigns.
- With our corporate partners and donors, United Way of Greater Moncton and Southeastern New Brunswick surpassed \$50 million in total dollars raised for the community since 1954.
- In 2014, leadership giving reached an all-time high. Our Friends, Builders, Leaders, and Ambassadors raised a total of \$977,945.12 in the 2014 campaign.
- RBC launched their Matching Program during the United Way 2014 campaign, which included matching any new donation (doubling the donation), and also matching any increase of a previous donor, up to a total of \$72,000!



RBC Employees accept the Outstanding Leadership Growth Award at the 2014 United Way Campaign Celebration.

*"Sometimes people feel they don't have a lot to give, but at RBC, we have seen the sense of pride when people know they have contributed to making their community better. Every dollar counts, and collectively donations have a huge impact on those in need. It is very powerful when someone realizes how their 'small contribution' can change someone's life. At RBC, we know that no other organization supports as broad a range of programs and services. By giving to the United Way donors are helping the entire community become stronger and better. RBC knows United Way has an outstanding reputation for assisting those who need it most. The RBC Matching Program was well received by the Greater Moncton and Southeastern New Brunswick community and we are very proud that it contributed to a very successful 2014 United Way campaign!"*

**Lisette Michaud-Carrier**

RBC Regional Vice President and United Way 2014 Campaign Cabinet Chair



Community members dance during closing ceremonies to celebrate the end to a **happy** campaign.



# 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 at the United Way, supporting workplace fundraising efforts 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 2014 Loaned Representative Program:

Dan Parlee – RBC Contact Centre  
Jacques Laprise – Service Canada  
Louisa Melanson – UPS  
Cathy LeBlanc – Medavie Blue Cross  
Sally Blades – FRHI (Fairmont Raffles Hotels International)



“I am very grateful to have had this unique opportunity! It was a very rewarding experience for me to work for United Way because it not only allowed me to learn new skills and gain experience in a different field of work, but it also provided me with the chance to contribute to the United Way's mission of creating positive, lasting change in our community.

As a loaned representative, I was involved in organizing workplace campaigns across the region. I facilitated and attended campaign meetings and events, mobilized support, promoted the campaign, helped in recruiting and retaining volunteers and donors, and created awareness about how United Way is working to build a strong, healthy, and safe community for all. This experience certainly exceeded my expectations, and I have a new appreciation for the work that the talented and dedicated team of professionals at the United Way do.

Having the opportunity to actually see the direct results of donating to a cause has given me the motivation to get further involved in my community and continue to do my part – no matter how small – to create a stronger, healthier community. After this experience I am leaving with NO EXCUSES!”



**Dan Parlee**  
2014 Loaned Representative  
RBC Contact Centre





# Give - In-kind Donations

In-kind donations are a unique approach to charitable giving which consists of donating goods and providing services, rather than cash. We are truly grateful for *all* our In-kind donations. Listed below are our In-kind donations (often in addition to financial support) from 2014.



Moncton Wildcats





## Honour Roll

Our United Way is now meeting national standards and recognizing Leaders at \$1000 dollars or more a year to the United Way of Greater Moncton and Southeastern New Brunswick. We have divided our honour roll into four categories: **Friends, Builders, Leaders, and Ambassadors.**

In 2014, over **1,040 Friends** and **605 Builders** contributed to the community through our United Way. Friends are individuals who donated \$250 dollars or more a year to the 2014 Campaign. The following list recognizes our Builders, those who gave \$500 or more during the 2014 Campaign (89 Builders 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.

### Builders:

Chantale Albert  
Gervais Albert  
Louise Allain  
Natacha L. Allen  
James J. Amos  
Franscine C. Anderson  
Louise Andrew  
Cara Andrews  
Trudy Andrews  
Kristal & Marcia Arbeau  
Clare Archibald  
Dawn Arnold  
Eric Arsenault  
J.J. Arsenault  
Nadine Arsenault  
Normand Arsenault  
Julia Arseneault  
Catherine Ashby  
Anita Ashrit  
Caron Ashton  
Lori Augustine  
Barbara Ayoub  
Tim Baade  
Alain Babineau  
Charles Babineau  
Janice Babineau  
Mamie Bacongallo  
Thara Bagley  
Stephen Baker  
David Balser  
Joseph Bannister  
Angeline Bartlett  
Anne Bastarache  
Carole Bastarache  
Sophie Bastien-Daigle  
Angy Beatty  
Erika Belanger  
Marc Belanger  
Josee Belliveau  
Lorraine Belliveau  
Maurice Belliveau  
Paul Belliveau  
Diane Benoit  
Tim Bentley

Joey Berkvens  
Sylvie Blanchard  
Sylvie Blanchet  
Barry Blight  
Simone Blight  
Marthe Boissonnault  
Darryl Bonhower  
Caroline Boudreau  
Julien Boudreau  
Lisa R. Bourbonnais  
Patrick Bourbonnais  
Charles Bourque  
Michel Bourque  
Raymond Bourque  
Tom Bowser  
Jeanne Breau  
Roger Breckenridge  
Joel Brewer  
Sheldon Briand  
Jacqueline Briard  
Peter Briggs  
Chris Brine  
Christopher P. Brooks  
David Brooks  
J. Darren Brown  
Lynette Brown  
Scott Brown  
Ted Brown  
Janice Bujold-Barton  
Judith Bulmer  
Angela Bunter  
Ron Burns  
Donald E. Burt  
Lisette Butler  
Cheryl Buzila  
Judy Cairns  
Ericka Caissie  
Anjum Caldwell  
Dale Cale  
Carol Lee Campbell  
Jackie Cantin  
Doug Carr  
Matt Carreau  
Andrew Carroll

Sherri M. Carroll  
Tom L. Chafe  
Dale & Kathy Chapman  
Judy Chase  
Jeanne T. Chiasson  
Ghislain A. Chouinard  
Colin Christie  
Nicholas Christie  
Therese Cleven  
Heidi Clowater  
James Cobbett  
JoAnn E. Colepaugh  
Patrick Colford  
Audrey Comeau  
Jason Constable  
Art Cook  
Frank R. Cook  
Tracy Cook  
A. Cormier  
Andrew Cormier  
Brad Cormier  
Cathy L. Cormier  
Gilles Cormier  
Gregory A. Cormier  
Jacinthe Cormier  
Jessica Cormier  
Kristine Cormier  
Richard P. Cormier  
Serge Cormier  
Pierre Cote  
Bill Creagh  
Bruce Curwin  
Sonya Dadson  
Jean Daigle  
Josh Daigle  
Jacqueline D. Dallaire  
Cynthia A. Dargavel  
Ted Davis  
Daphnee Dawson  
Amanda Day  
Cheryl Defazio  
Jean-Marc Delaney  
Réal Denis  
Yves Despres

Theodore DeWinter  
Al DeWitt  
John Diamond  
Don Doiron  
Isabelle Doiron  
Nanette Doiron  
Rachelle Doiron-Boucher  
Jan & Don Doucet  
Paul Doucet  
Ryan D. Doucet  
Sandra J. Dowling  
Deanna J. Doyle  
Sarah Doyle  
Jean-Pierre Drapeau  
Paul Dubois  
Gail Duffy  
Brenda Dunnett  
Annette Dupuis  
France Durette  
Matthew Eagles  
Mary Ehler  
Brian Elder  
Shane Esson  
Christine Estabrooks  
Kathryn Farquharson  
Esther Farrell  
Constance Faulkner  
Steven C. Faulkner  
Sherene Faulkner-Jackson  
Carol Fecteau  
Craig A. Fenton  
Philippe Ferron  
Cindy Fifield  
Barbara Fillmore  
John J. Flanagan  
Susan Fleming  
Allison A. Foran  
Terry Foreman  
M. B. Fox  
Donovan Francis  
Mariano M. Franco  
Peter J. Fullarton  
Craig Gaddess  
Jean-Luc Gagnon

Kimberly Gale  
Francine Gallant  
Marise Gallant  
Natalie M. Gallant  
Nicole A. Gallant  
Rachel Gallant  
Richard Gallant  
Richard Garceau  
Paul Garner  
Gilles Gaudet  
Marc Genuist  
Deborah George  
Louise Girard  
Rodney Girvan  
Arthur Godin  
Linda Goguen  
Rachelle R. Goral  
Tim Gordon  
Derek Green  
Nathalie Hache  
Sonia Hache  
Louis Hall  
Michael Harper  
Curtis L. Harvie  
Shauna H. Haughn  
Jenn Hawkins  
Andre Hebert  
Liette Hebert  
Linda Hebert  
Marcel Hebert  
Michel Hebert  
Pauline Hebert  
Tony & Cathy Hebert  
Debbie Hicks  
Gayle Hicks  
David W. Hiltz  
Andrew Holt  
Lynn Holt  
Mary Holt  
David Homer  
Stephanie Hopper  
Diane Horsman  
Judy Howatt  
Wanda Howell  
Tracy Howlett  
Gianna Hurd  
Bryan Inglis  
Danielle Inglis  
Graham Ireland  
Craig Isaac  
Elizabeth Ito  
Darlene F. Jamieson  
Josh Jenkins  
Neil A. Johnston  
Darlene Jones  
Mark Jones  
Enos T. Justason  
Kathy Kays  
James S. Kelly  
Scott Killen  
Brian King

Allen Kitchen  
Bernadette Knowles  
Patrick Lachance  
Patti LaForest  
Stephane LaGace  
Marc-Andre Landry  
Nicole Landry  
Steven Landry  
Allison Lang  
Annick Lapointe  
Greg Lavack  
Jean Lawlor  
Heather Layden  
Michael Lea  
Angeline LeBlanc  
Annette L. LeBlanc  
Brandie LeBlanc  
Daniel Leblanc  
Debbie LeBlanc  
Gabriel LeBlanc  
Gilles LeBlanc  
Janelle LeBlanc  
Kathy A. LeBlanc  
Lisa L. LeBlanc  
Lorraine Leblanc  
Lorraine A. LeBlanc  
Marc Leblanc  
Marc A. LeBlanc  
Marie LeBlanc  
Rachele LeBlanc  
Rene LeBlanc  
Shawn LeBlanc  
Stephane Leblanc  
Valeri Leblanc  
Eric LeBouthillier  
Pascale LeBrasseur  
Chris Legacy  
Barbara Leger  
C. J. Leger  
Louise Leger  
Melanie Leger  
Yves Legere  
Nathalie Lemay  
Stephen Lemay  
Shanda Lennox  
Mary Leslie  
Miguel LeVasseur  
Peter D. Lightfoot  
Steven Linney  
Michelle Lirette  
Roger Lirette  
Sandra Long  
Benoit Losier  
Isabelle Losier  
Yvette M. Love  
Anthony Luck  
Gerald Lutes  
Raymond A. Lynch  
David MacAdam-Tomlinson  
Kristen MacArthur

Julie MacBain  
John A. MacDonald  
Opal T. Macdonald  
Trevor MacDougall  
Dave MacFadyen  
Pamela Macguarrie  
Todd MacIntosh  
Ian MacKenzie  
Glen Mackley  
Therese MacLellan  
Randy MacLeod  
Matthew Mahoney  
Michel Maillet  
Guylaine Mallet  
Pierre Mallet  
Calvin D. Martini  
Amy Marven  
Angela & Warren Mason  
Stacey A. Mason  
Jansen Matchett  
Rory Matchett  
Maxted Family  
Jean-Marc Mazerolle  
Monique S. Mazerolle  
Karen Mazerolle-Depow  
Michelle McAleese  
Shelley McCallum  
Mary & Dave McCarron  
Norval McConnell  
Eric McDonald  
Wayne McDonald  
Sarah McGee  
Abigail McGillivray  
Heather C. McGrath  
Robert McGrath  
Christina McIntyre  
Jessica McIntyre  
Rhea McKeil  
Heather McKinley  
Shawn & Megan McKinley  
Marius L. McLaughlin  
Patricia McLean  
Dawn-Marie McLeod  
Cara L. Melanson  
Leslie-Jo Melanson  
Lisa Melanson  
Lucille Melanson  
Nathael Melanson  
Monique Melanson-Baker  
Steve Melee  
Tammy Melvin  
Vincent Mercier  
Rachel Middleton  
Marianne Millar  
Carolyn D. Miller  
Sean Miller  
Steve Miller  
Al Mitchell  
Christopher Mitton-Viberg  
Dean Mokler

Terry Moore  
Mikio Moriyasu  
Gilbert Morneau  
Sandra Y. Moss  
Jacques Mourant  
Marcie Munroe  
Carole Murphy  
Gene Murphy  
Jennifer Murray  
Peter Nealon  
Ashley S. Nichols  
Berthe Noel  
Joanne Noel  
Margot Noonan  
Daryell Nowlan  
Eric O'Brien  
Mary O'Donnell  
Jeannie O'Keefe-Goguen  
Kent Ostridge  
Louis Ouellette  
Patricia L. Ouellette  
Janice Owens  
Marius Page  
Rick Paleske  
Susan Parker  
Dan Parlee  
Lisa Paschal  
Neal Patterson  
Kristen Peddle  
Wendy Peters  
Cynthia Phillips  
Peter Phillips  
Suzanne Phillips  
Sharon Pirie  
Lisa Pitre  
Pauline M. Pitre-Savoie  
Mark Pluta  
Donald Poirier  
Lise Poirier  
James Bruce Pollard  
Joseph H. Pomeroy  
Michael Power  
C. M. Pratt  
Jeff Prescesky  
Renata & Steven Price  
Mark Pugh  
Barbara Quigley  
Sandy Rahman  
Joyce Reade  
John Redding  
Jo Ellen Reeder  
Kathy Reid-Breau  
Carol Rice  
Gisele Richard  
Jacqueline Richard  
Lina Richard  
Louise Richard  
Lyne Richard  
Ronald Richard  
Sara G. Richard



Stephan Richard  
Susan Richard  
Chantal Rioux  
Charlene Robichaud  
Michel Robichaud  
Nathalie Robichaud  
Yves S. Robichaud  
Gregory C. Rogers  
Diane M. Roy  
Ginette M. Roy  
Jean Russell  
Shelly & Bryant Russwurm  
John Sanford  
Louise Saulnier  
Brenda Savage  
Raymond Savoie  
Schlichter Family  
Daniel Scholten  
Kevin Scott  
Lynda Scott-Mills  
Vicki Sealy  
Graham Sears  
Erinn Shaban  
Katherine Silvea  
Samantha Sinclair

Sedgewick Sinclair  
David Small  
Colin Smith  
Deborah Smith  
Denise Smith  
J. Smith  
Sarah Smith  
Todd Smith  
Tricia Smith  
Joyce K. Spence  
Deborah Spencer  
Wendy M. Spicer  
Camille St. Thomas  
Jody K. Steen  
Jeannette Steeves  
Stephen Steeves  
Susan E. Steeves  
Doris Stencill  
Mary F. Stephenson  
Leslie Stevens-Hachey  
Allan Stewart  
Lola Stewart  
Luc St-Jules  
Charlene A. Sullivan  
Marc & Lise Surette

Tobie Surette  
Dean Sutherland  
Kim Swift  
Shawn Taylor  
Joseph Thebeau  
Chantal M. Theriault  
Denise Theriault  
Gilles Theriault  
Joffre Theriault  
Yvan Theriault  
Lise Thibodeau  
Jetty W. Thompson  
Mike Thomson  
Lori Thurrott  
D. R. Tingley  
Louise Tingley  
Paul Toner  
Janet Tracy  
Martha Trueman  
Alain Vautier  
Chantal M. Vautour  
Anne Veniot  
Jeff Vey  
Gaetane M. Vienneau  
Raymond Vienneau

Elmer Wade  
Bob Wallace  
Chris Wallace  
Maureen Wallace  
Andrea Walsh  
Sigrid Walters  
Sandra A. Ward  
Jason Welch  
Judy Wheaton  
Tessa Wheaton  
Donna & Mark Whiteway  
Christopher Whynot  
Scott Wilbur  
Megan L. Wilkins  
Barry Williams  
Donald Williams  
Jeannine Marie Williams  
Joni Williams  
Warren Williams  
Allen Wilmot  
Kristin Wilson  
Lynn Wilson  
Candice Wood  
Sophie Woodcock  
Dannie M. Worth

## Leaders:

**Leaders** are individuals who contributed **\$1,000** or more a year to the United Way. The following list recognizes our **197** leaders who contributed to the 2014 Campaign (36 Leaders have 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  
Lucille Albert  
Mario Allain  
E. Aucoin  
Ellen Ayer  
Chris D. Bacich  
Douglas Bannon  
Debbie Bayliss  
Ronald Begin  
Lisa M. Belliveau  
Anne Benoit  
Hugues P. Benoit  
Peter F. Blair  
Vince Blanchard  
Brent Blizzard  
Alain Bordage  
Don Boudreau  
Heather Branton  
Elianne Brockbank  
Beth Brown-Kirk  
Marshall Button  
F. L. Casey  
Lee Caswell  
Katheryn Cavanaugh

Michael Chadwick  
Gerald Chaput  
Scott & Jodi Chisholm  
Ron Clow  
Andrew Corbin  
Germaine Cormier  
Roger H. Cormier  
Catherine Dallaire  
Cheryl Dawson  
Craig DeLeavey  
Vanessa L. DeMerchant  
Danis DesRosiers  
Jennifer Dickoson  
Roberto Didonato  
Bernard Donelle  
Stephane Dorais  
Jacques Dube  
Pascale Dumas  
Nick Dussault  
Ruth Easson  
John Emery  
Tyson Firlotte  
Louise Fiset  
Tracy & Luann Foster

Daniel Fougere  
Denise Frenette  
Denis Gagnon  
Paulette R. Gaudet  
Rheanne Gautreau  
Helen M. Gibson  
Jamie Gibson  
Kelley Glass  
Tammy Godfrey  
Anthony Grandillo  
Karen Grant  
Sean Griffith  
Susie Gunderson  
Derek Hale  
John M. Hanson  
Brian & Pat Harknett  
Lisa Harper  
Martin Haynes  
Marilyn Hayre  
Mark Henderson  
Jeff Hill  
Barbara Horsman  
Christy Jackson  
Ross Jackson

Mike Jenkins  
Cindy Johnson  
Kelly Johnson  
Larry Johnson  
James Jones  
Pierre-Yves Julien  
Cheryl Keats  
Neil Kennedy  
Helen Kerr  
Peggy L. Killaire  
Hugh Kirkegaard  
Morley Knight  
Dan Kuehl  
Charmayne Ladriere  
B. Landry  
Frank G. Landry  
Marc Landry  
Yvon LaPierre  
Jacques J. Laprise  
Denis Larocque  
Erin Leaman  
Isabelle C. LeBlanc  
Jean-Paul LeBlanc  
Julie M. LeBlanc

Paul J. LeBlanc  
Serge LeBlanc  
Andre Leger  
Suzanne Leger  
Luc Legere  
Patrick Lemelin  
Bernice M. Losier  
Joanne Losier  
Martin MacCool  
Bruce MacDonald  
Allison R. MacLeod-McArthur  
John Maisiey  
William S. Mann  
Craig McGregor  
Debbie McInnis  
Patrick McLaughlin

Christopher A. McMahon  
John M. Meagher  
Shawn Meikle  
Joshua Melanson  
Norma Melanson  
Lisette Michaud-Carrier  
Curtis Morrison  
Heidi M. Munn  
Barry Murphy  
Ellen Murray  
Margot A. Payne  
Shawn Peckham  
Jean-Marc Poitras  
Vincent Power  
Corinne Reagon  
Richard Regimbal

Robert Black & Marilyn Galliot  
Brenda Roos  
Steven Roper  
Shelley Rowat  
Alan Rutherford  
Abdul B. Samad  
Rebecca Sampson  
Monique Saulnier  
Robert & Donna Savoie  
Jason Schella  
Cara Scott  
Todd Scott  
Debbie Sebastien  
Crystal Smith  
Susan D. Smith  
Ralph Sorrey

Mark St.Pierre  
Patrick B. Stack  
Kim Stevens  
James Stirrat  
Kelly Sullivan  
Murray Thompson  
H. Varner  
André Vincent  
F. R. Ward  
Dan Watchorn  
Linda Waterfield  
Josette Wedge  
Bill Whalen  
Tracy White  
Jennifer Wilson  
Karan Wood  
Kim Wood

## Ambassadors:

**Ambassadors** are individuals who contributed \$2,500 or more a year to the United Way. The following list recognizes our 19 ambassadors who contributed to the 2014 campaign (5 Ambassadors have 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.

Ajay Bhatnagar  
Andre Chiasson  
Robert B. Cormier

Robin Drummond  
Janine A. Dunlop  
Vera & Marcel Gervais

Kendra Inman  
Francis P. McGuire  
Vikash Prasad  
Rhonda L. Rossiter

K. Brent Spencer  
Joseph A. Sutton  
Raymond Theberge  
Peter Worth



“I have supported the United Way for over 20 years and I am incredibly proud to be a leadership donor to the United Way of Greater Moncton and Southeastern New Brunswick. United Way is an organization that puts a lot of effort in the search for community programs that make a real difference to provide a better life for people in need who live in our area. When I make my annual contribution, I am confident that my donated dollars will have a large impact in our community.”

**André Vincent**  
President and CEO  
Assumption Life



# Campaign Celebration Awards

This year 192 companies participated in the United Way Campaign; their contributions were highlighted at the Campaign Celebration in February 2014. Thank you to all companies, CEOs, union leaders, unions, employee campaign coordinators (ECC), and employees who helped make our campaign a success.

## Outstanding Federal Government Campaign

Atlantic Canada Opportunities Agency\*

## Outstanding Provincial Government Campaign

Provincial Retirees

## Outstanding Municipal Government Campaign

City of Dieppe\*

## Best Overall Corporate Campaign (1 to 50 employees)

Atlantic Cat

## Best Overall Corporate Campaign (51 to 150 employees)

Wawanesa Insurance

## Best Overall Corporate Campaign (151 employees or more)

Moneris Solutions & IGT

## Best Overall Non Profit Campaign

Boys and Girls Club of Dieppe

## Leadership Award

RBC

## Yves Despres Award of Distinction – Outstanding Public ECC

Céline Gaudet and Kelly Butler, Transport Canada\*

## United Way's Outstanding Corporate ECC

Bev Bourgeois, KPMG

Erin Curry, The Co-operators

Steve Melee, IGT

Nicole Lurette, CN

## Larry Hutchinson Award of Distinction

Jennifer Wilson, Rogers

## Public Top Ten

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

## Corporate Top Ten

1. ExxonMobil
2. RBC Financial Group
3. UPS
4. Medavie Blue Cross
5. Irving Group
6. IGT
7. Atlantic Lottery
8. Fairmont Raffles Hotels International
9. Rogers
10. Costco

\* Indicates unionized workplace.





# Volunteer

Thank you to our volunteers for their passion, hard work and energy. Volunteers help United Way save more than \$128,310 annually in salaries and contribute over 8,550 hours a year to United Way.

## Here's what some of our volunteers did in 2014:

- 960 volunteers participated in 60 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.
- 192 employee campaign coordinators ran fundraising campaigns within their workplaces.



Day of Caring Committee members (2014).



## 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 grow stronger.

### Here's what we accomplished in 2014:

#### All that Kids can be:

- The United Way and All Star Coaches once again supported the Mosaïq Multicultural Festival by organizing the Youth Olympics that took place on July 16, 2014. This consisted of organizing activities for kids, the popular Firefighters Teddy Bear Rescue Relay, and an exciting series of Quidditch matches.
- We recently completed our third year of involvement with Movember Literacy Mania. In 2014, we added a third school and provided the vast majority of the volunteers. Twenty-one volunteers read to kids in 37 classes from kindergarten to grade eight, in three different schools: Hillcrest, Bessborough, and Claude D. Taylor.

#### Strong Communities:

- The United Way, partnering with the Westmorland Albert Community Inclusion Network and an incredible team of community organizations is happy to announce the launch of *Connecting Albert County: a celebration of the culture, natural beauty, and sense of community shared and valued by people of rural Albert County*. With the support of the Environmental Trust Fund, Connecting Albert County is harnessing the goals and aspirations of the community and making plans for action!

#### Poverty to Possibility:

- Our Food SENB – The United Way, Westmorland Albert Food Security Action Group has joined forces with the Ecology Action Centre, Public Health Agency of Canada, Kent County, and the Southeast Regional Service Commission in a research partnership with the goal of strengthening our communities' relationships to food. We work at the individual, community, and regional levels to increase the availability of nutritious food and our access to it. In doing so, we actively involve people in the development of more localized sustainable food systems.



Our first ever Quidditch tournament took place on April 17, 2014 at the Moncton Sportsdome, in partnership with the Frye Festival. Six registered teams, composed of different age groups, played three games each and had fun learning the game. For United Way, the Quidditch tournament is a fun and unique way to help kids be all that they can be. By incorporating the different age groups for teams it allows kids to connect with a diverse group of positive adults and peers.

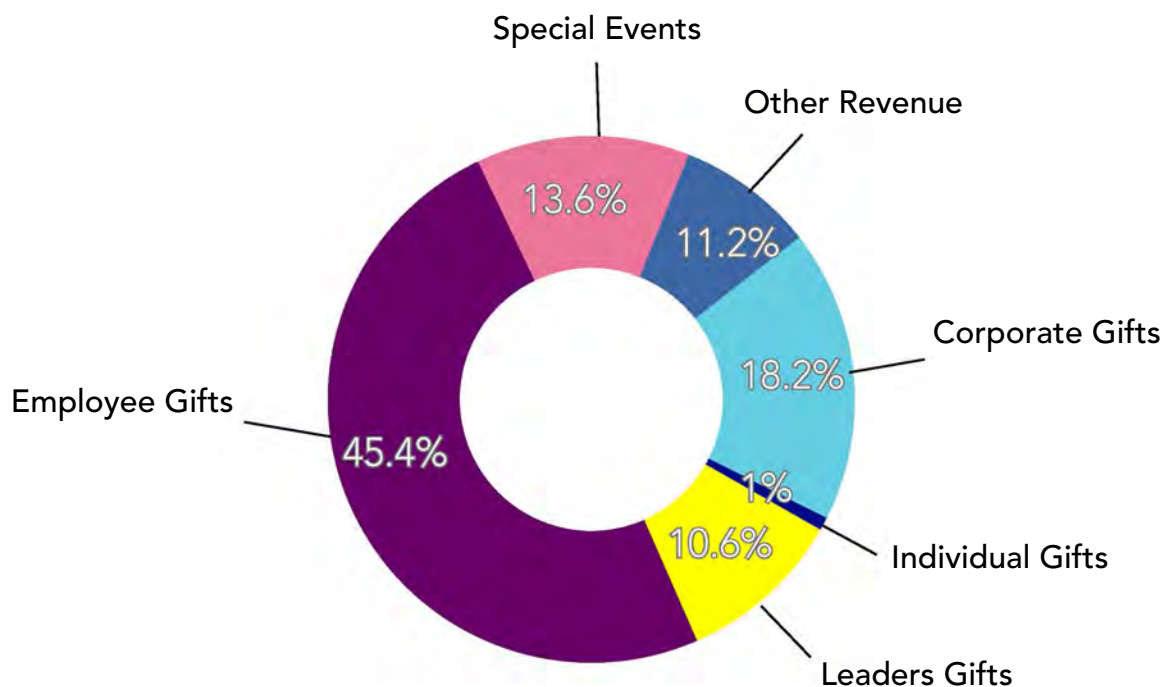


# Financials

Collective strength changes people's lives for the better.

We are all in this together. You helped us raise \$2,312 million for the communities in Kent, Westmorland and Albert counties.

How the money came in:



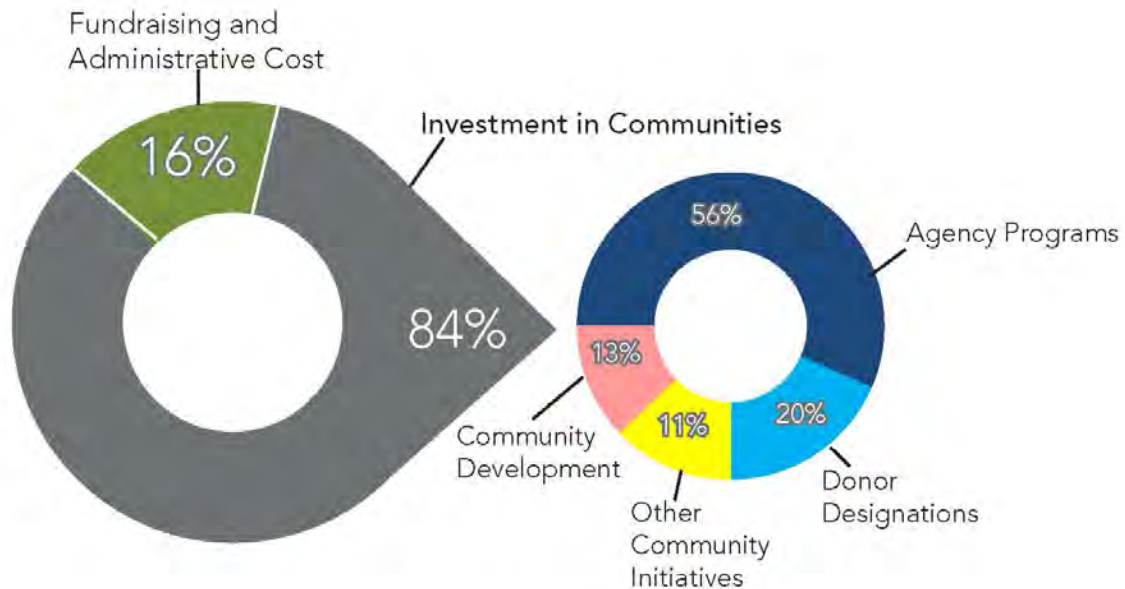
Corporate Gifts	\$ 445,527
Individual Gifts	\$ 23,640
Leaders Gifts	\$ 259,815
Employee Gifts	\$ 1,109,255
Special Events	\$ 332,591
Other Revenue	\$ 273,558

Total Revenue: \$2,444,386 million\*

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



## How the money was spent.



Total Expenses: \$2,700,337 million

Funded Agencies and Initiatives \$1,697,623

Poverty to possibility	\$170,000
All that kids can be	\$629,187
Strong communities	\$460,450
*Donor designations	\$437,986

\*Community Development \$299,550

\*Other Community Initiatives \$256,459

Day of Caring	\$ 41,068
Other	\$215,391

United Way of Canada Dues \$ 16,583

Administrative and Fundraising \$430,122

*\* 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.*

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

*\*Other Community Initiatives include the Community Food Mentorship program, the Community Inclusion Network, the Our Food SENB project, Rural Community Development, and Agency workshops and training.*

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

### Poverty to possibility

Moncton Headstart	2014	2015	2016	2017
Open Sky Cooperative	2014	2015		

### All that kids can be

AIDS Moncton	2014	2015		
Anglophone East School District	2014	2015	2016	
Atlantic Wellness Community Centre		2015		
Big Brothers Big Sisters Moncton	2014	2015	2016	
Big Cove First Nation Wellness Committee	2014	2015		
Boys and Girls Club of Dieppe	2014	2015		
Boys and Girls Club of Moncton	2014	2015		
Boys and Girls Club of Riverview	2014	2015	2016	2017
Canadian Mental Health Association	2014	2015		
CNIB	2014	2015	2016	
District scolaire francophone sud	2014	2015		
Le centre de ressources familiales de kent	2014	2015		
Maison de jeunes	2014	2015		
Moncton Headstart	2014	2015		
Petitcodiac Boys and Girls Club	2014	2015	2016	2017

### Strong communities

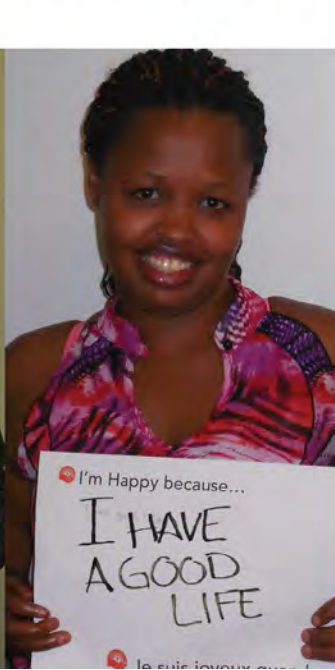
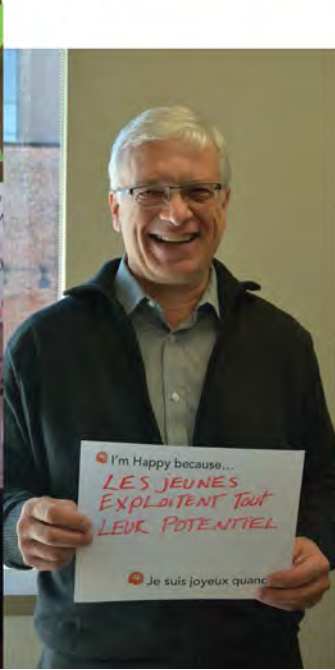
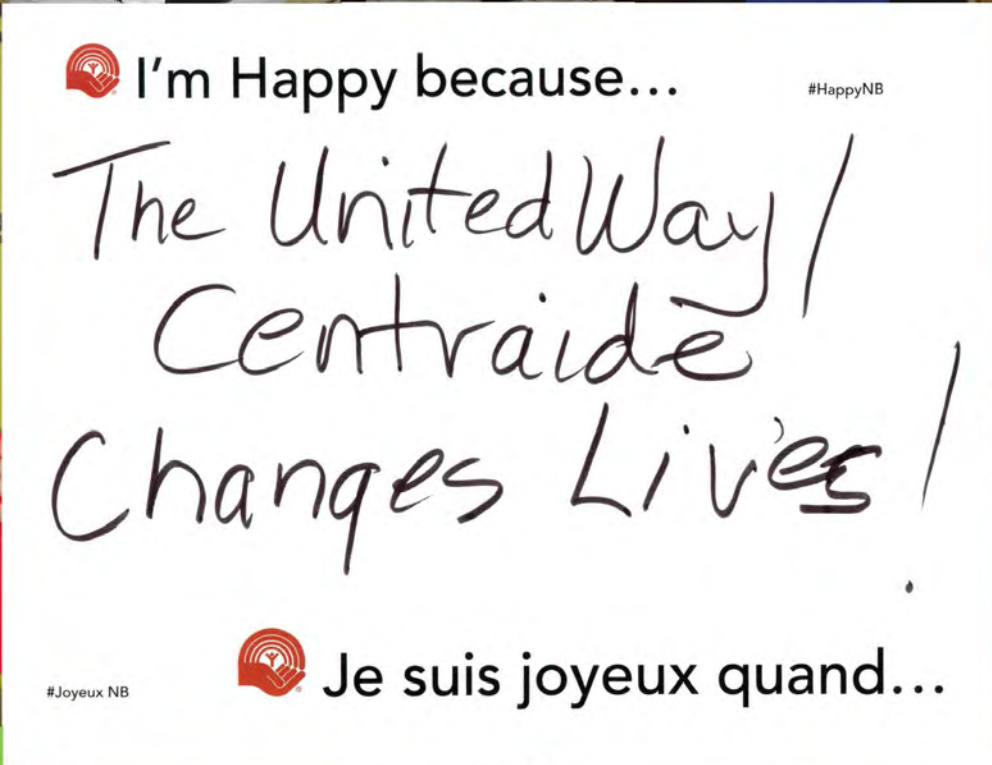
Ability NB	2014	2015	2016	
Ability Transit	2014	2015		
Beauséjour Family Crisis Resource Centre	2014	2015		
Cavalier Riding Club	2014	2015	2016	2017
Crossroads for Women	2014	2015	2016	
Moncton Community Chaplaincy	2014	2015		
PEDVAC	2014	2015		
Southeast Deaf and Hard of Hearing	2014	2015	2016	2017
Support to Single Parents	2014	2015		
Tantramar Family Resource Centre	2014			
Tele-Drive Albert County		2015		
VON	2014			
Volunteer Centre of Southeastern NB	2014	2015		
YWCA	2014	2015		

This list reflects the current committed single and multi-year United Way investments. Every year, United Way builds on this list of funded community partners through its annual application process.

United Way would like to thank all of our funded agencies and initiatives for continuing to provide us with information we can use to show how United Way funded initiatives are making a difference in our community.

# THANK YOU!









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)