

Change starts here.



United Way

2014

Community Impact Report

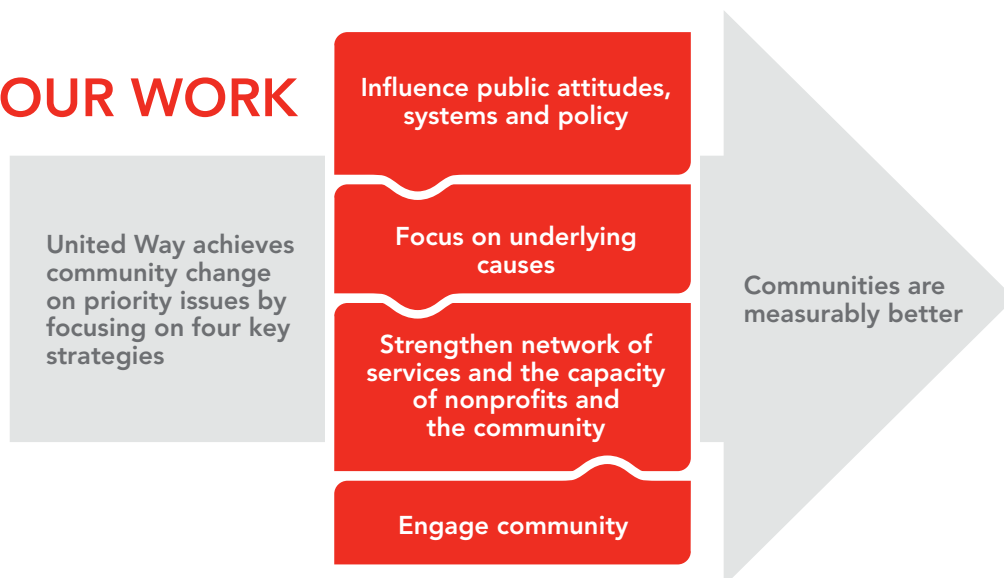
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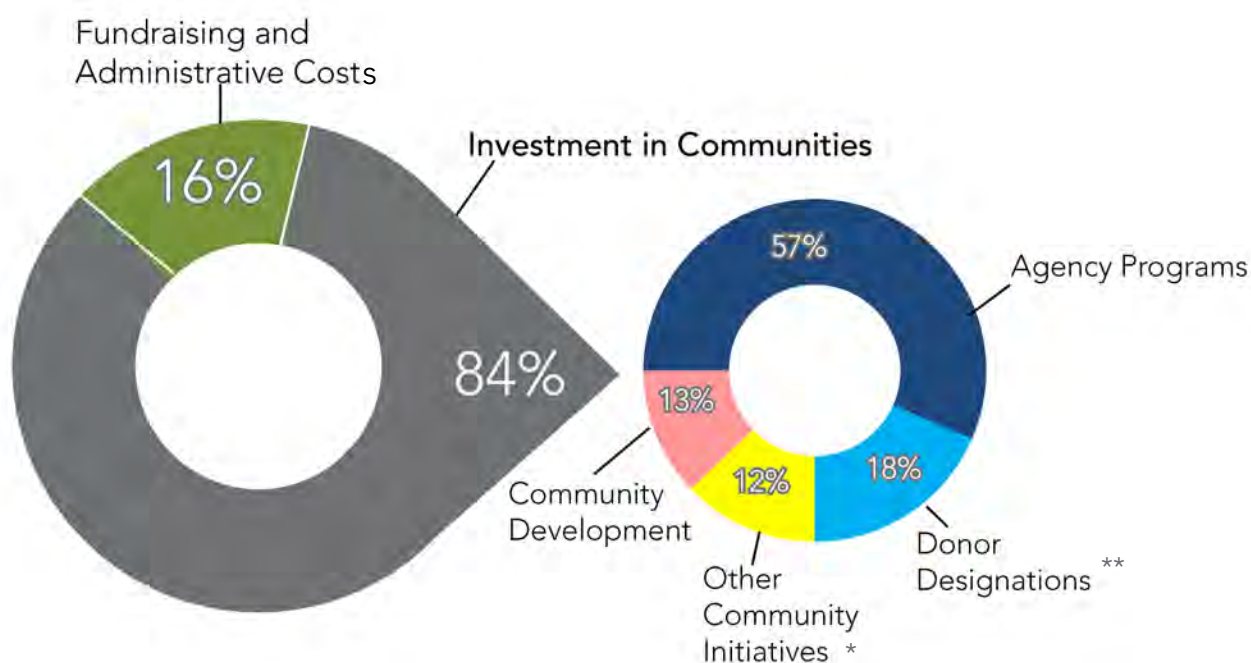
INTRODUCTION

United Way is creating opportunities for a better life for the people in Southeastern New Brunswick. We build community impact in three key areas — From poverty to possibility, All that kids can be and Strong communities — to create **lasting change that gets to the heart of the matter**.

HOW WE DO OUR WORK



HOW DOLLARS RAISED WERE DISTRIBUTED IN 2014

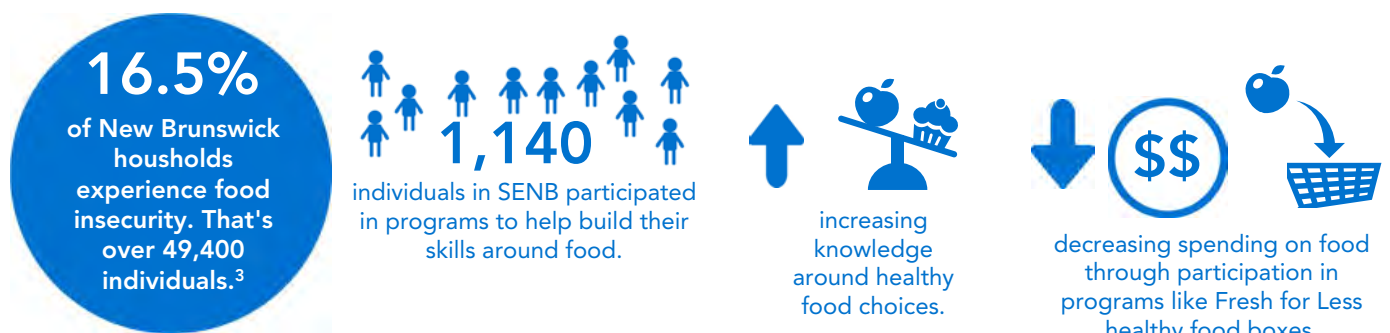


Total dollars distributed in 2014 = \$2,651,766.00

**Other Community Initiatives include the Day of Caring, Peer Supported Housing, Community Inclusion Network, Food Security Initiatives, Capacity Building for the non profit sector, and other United Way community initiatives.*

*** 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.*

REPORTING HIGHLIGHTS OF 2014



For more agency specific reporting read on and visit www.gmsenbunitedway.ca

¹ Source: Canadian Council on Learning, 2008.

² Based on a calculation of \$17/ hour, the average salary for someone working in Moncton, Numbeo.com

³ Source: Tarasuk, V., A. Mitchell & N. Dachner. 2014. Household Food Insecurity in Canada, 2012. Toronto: Research to Identify Policy Options to Reduce Food Insecurity (PROOF), p. 9.

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.



Strategies

- Strategic multi-year investments in community partners to meet basic human needs such as food security and helping people acquire the skills they need to gain and maintain meaningful employment.
- Partnering in efforts across the region that help move individuals from poverty to possibility, such as the Peer Supported Housing, the Westmorland Albert Food Security Action Group and our region's two Community Inclusion Networks.

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.



Strategies

- Strategic multi-year investments in community partners to make sure kids are ready and motivated for life-long learning, connecting kids to positive adults, peers and activities that help them grow and give back, and helping kids get what they need to be healthy, make good choices and adapt to change.
- Being the backbone organization in collective impact initiatives such as You Turns.
- Guiding other United Way initiatives, such as All Star Coaches and Youth First, to develop and implement strategies and tools so that kids can be all that they can be.

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.



Strategies

- Strategic multi-year investments in community partners connecting individuals and families to services and supports, supporting neighbourhood and community engagements so people can get involved, and helping people improve coping strategies to better handle life's challenges.
- Advance collective action efforts such as Community Inclusion Networks, the National United Way 211 initiative in New Brunswick and United Way Day of Caring.
- Investment in training and development for the community non-profit sector to ensure effective and professional services, as well as increased capacity for agencies and the individuals who work there.

From poverty to possibility



"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.

Did you know...

781 people used a homeless shelter in Greater Moncton in 2013, staying a total of 12,873 nights.²



The primary need for people is housing; any other issues a person is living with can be addressed once a person has housing.

In 2013, the At Home Chez Soi pilot program reached its conclusion. This "housing first" approach saw great success in the Greater Moncton area where the percentage of consistently housed participants reached 85%.³ United Way continues their partnership with Salvus Clinic and dedicated community members through a housing first approach with Peer Supported Housing. This initiative helps homeless, housing challenged and at risk populations gain appropriate housing, where they have support from peers and services they need to thrive.

Did you know...

19,590 people in NB were assisted by food banks in 2014.¹

Breaking the cycle...

Creating long-term change is about getting to the root of the problem. United Way and partners are not just handing out food, but are improving people's knowledge around food. 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. United Way is helping people change their relationship with food in a way that is sustainable, increasing their food security.

In 2014, **620 people** (in Greater Moncton) participated in monthly Fresh For Less, healthy food boxes.

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.⁴

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.⁵

Why housing stability matters:

CHRONIC HEALTH ISSUES



Homeless and precariously housed people are likely to suffer from unmanaged chronic health conditions.⁶

INCREASED ISOLATION AND VULNERABILITY



They are more likely to experience food insecurity, unemployment, addictions and mental health issues.⁷

¹ Source: Hunger Count 2014, Food Banks Canada

² Source: Experiencing Homelessness: The Seventh Report Card on Homelessness in Greater Moncton, 2014, Greater Moncton Homelessness steering committee

³ Source: Rapport Final National at Home/Chez Soi, Commission de la santé mentale du Canada.

⁴ 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.

⁵ Source: A. Howard et Dr J. Edge, Enough for All: Household Food Security in Canada. Ottawa : Conference Board du Canada, 2013, p. 10.

⁶ Source: Waldbrook, N. 2013. Homelessness, Stable Housing, and Opportunities for Healthy Aging: Exploring the Relationships. Queen's University Press: Kingston, Ontario. p. 26

⁷ 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



Did you know...

70-75% of children in NB enter kindergarten ready to learn.¹

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.³

Did you know...

69% of youth (grades 6-12) are motivated to do well in school.⁴

Some of the ways United Way and partners are helping kids engage in their learning is through both early intervention, as well as alternative learning programs for high school students and young adults.



Giving kids a place to be kids.

Kids are looking for a place where they feel they belong, and can be themselves. They need to be connected to positive adults, peers and activities that help them grow.

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.

Did you know...

9% of youth (grades 9-12) are chronically absent from school while 19% are at risk.²

Chronic absenteeism can have a large effect on a student's future. Students who are often absent are not just missing school because they prefer to hang out with friends or "get into trouble." **Absenteeism** is caused by a great many things such as poor **mental health**, **low self-esteem** and other complex reasons.

United Way and partners including agencies, families, youth and government departments are collectively looking at strategies to combat absenteeism and improve mental fitness in our region's schools. Strategies include students having the same homeroom teacher throughout high school, schools with their own unique attendance plan, "tailblazers" — a therapy dog program in the school once a week — and connecting youth with positive adult role models.

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)⁵

"I have lived here for over 40 years, and today, as I hung out my clothes, I saw what I have wanted to see here for years...children playing and laughing. It has been too long since the kids in this community have had a place to call their own!"

Hillsborough community resident talking about her feeling upon seeing kids from an after-school drop-in program playing outside in a local greenspace.

1 Source: Early Years Evaluation Direct Assessment survey.

2 Chronically absent is defined as missing more than 16 days of school. At risk is defined as missing 8-16 days of school. Numbers are from Anglophone East School District.




3 According to U.S. economist and Nobel Prize winner James Heckman.

4 Source: Developmental Asset Survey, completed by students in Southeastern New Brunswick in 2013.

5 Source: Canadian Council on Learning, 2008.

Strong 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 
 **56 Agencies/project sites**
3 Counties (Albert, Kent and Westmorland)
1 Great day! 

Did you know...
24% of seniors in NB live alone.³

As we age, we become more vulnerable to social isolation. United Way and partners are helping seniors gain and maintain independent living while staying connected to their friends, families and the community for as long as possible. This includes providing activities and services to improve mobility, and to increase social interactions and support.

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



Did you know...
22% of adults in NB experience higher levels of stress.¹

Stress symptoms can affect your body, your thoughts and feelings, and your behaviour. It can contribute to health problems, such as high blood pressure, heart disease, obesity, diabetes² and mental health issues.

By building supportive neighbourhoods, by connecting people to services and supports, and by helping people improve coping strategies to better handle life's challenges, United Way is helping increase the overall health of the region, lessening the burden on healthcare and other services.

In 2014, United Way and partners helped **1,674** people connect with their communities to obtain the support and resources they needed during times of crisis, and every day, to live healthier lives, helping reduce stress anxiety and improve mental health.



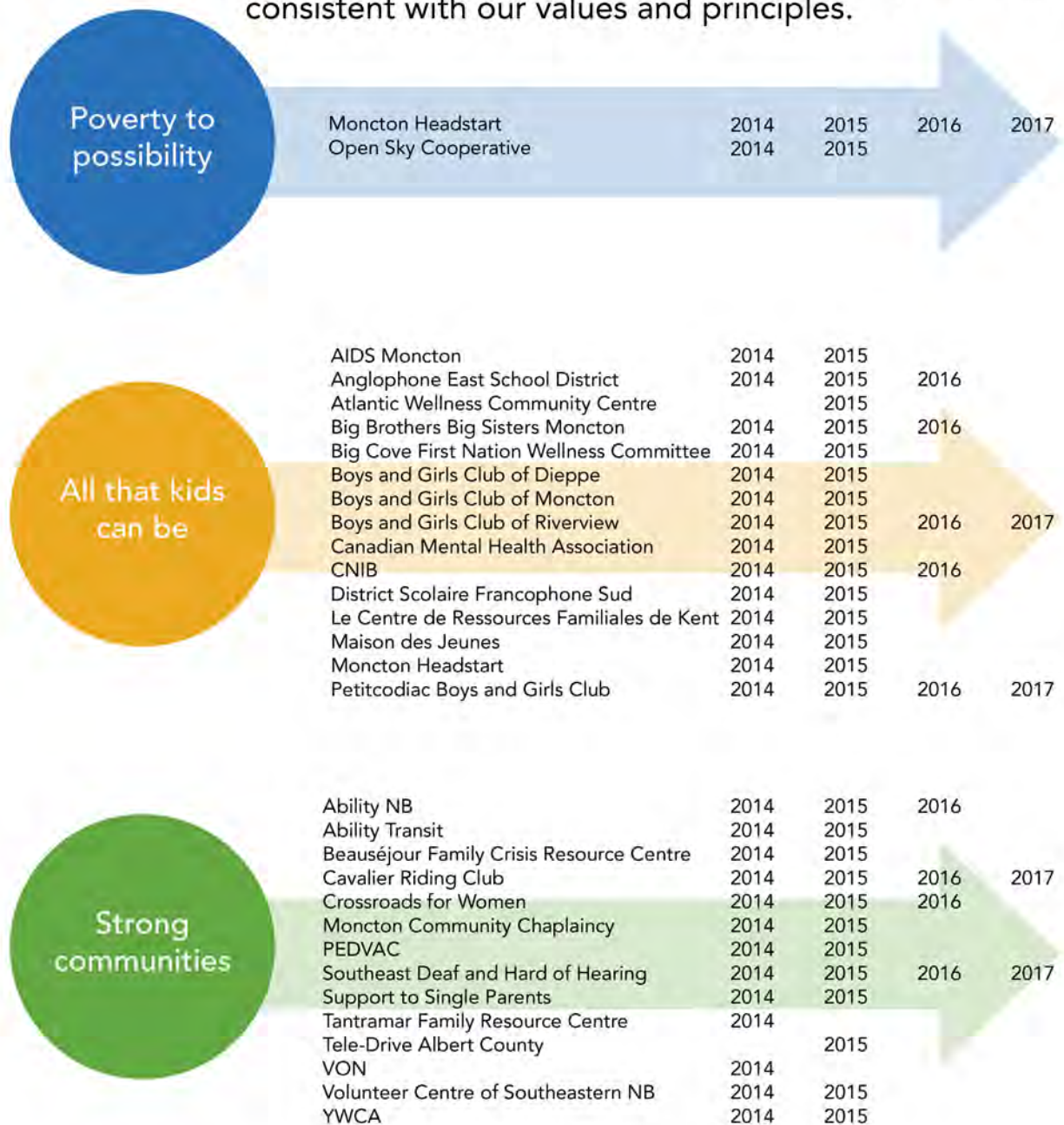
Did you know...
the average New Brunswicker travels 1,000 km more per year than the Canadian average.⁴

Transportation is an essential, but complicated part of the lives of the people in our region. For many, even travelling a few km can be very difficult. Access to appropriate transportation decreases isolation and increases quality of life. People need transportation to access jobs, local services including medical appointments, public services, the grocery store and the food bank.

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.

1 Source: My Community at a Glance 2014, New Brunswick, Community Profile Report (NBHC, 2014)
2 Source: MAYO clinic, gestion du stress
3 Source: My Community at a Glance 2014
4 Source: Ressources naturelles Canada rapport, 2009

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.



This list reflects the current committed single and multi-year United Way investments. Every year, United Way builds on this list of community partners through its funding applications. The next funding application period opens in the spring of 2015.

The 2014 Community Impact Results come from an analysis of more than 30 reports received from our investments.

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!

2014 Impact Results: From poverty to possibility

| Outcomes | Activity | Progress Indicators |
|---|---|--|
| People have access to fresh and healthy food options. | <ul style="list-style-type: none"> • Fresh for Less Food Boxes • 1 pot meal cooking class • Teaching kitchens • Collective kitchens | <p>1,140</p> <p>Individuals participated in programs to help build their skills around food.</p> <p><i>Agency data referenced: Moncton Headstart's Mapleton Teaching Kitchen</i></p> |
| People are gaining essential skills to obtain and maintain meaningful employment. | <ul style="list-style-type: none"> • Life Skills Sessions • Food and meal-preparation skills-building • Social skills activities • Recreational programming • Work experiences and business development • Development of vocational skills and competencies • Social and emotional development | <p>34</p> <p>Individuals participated in programs to help build their life skills to obtain the skills they need for meaningful employment.</p> <p><i>Agency data referenced: YWCA, Open Sky Co-operative</i></p> |

2014 Impact Results: All that kids can be

| Outcomes | Indicators Reflected | Impact (2013/2014) |
|---|--|--|
| Children and Youth are Engaged in Learning | <ul style="list-style-type: none"> • Children ages 0-5 are ready to learn • Youth do well in school and make a healthy transition in to adulthood | <p>80% (123 out of 154) of children increased their language, literacy and mobility skills.</p> <p>40% (66 out of 165) of identified youth at high risk of not completing secondary school have achieved their education and or job skill development goals.</p> <p><i>Agency data referenced: Moncton Headstart, Kent Family Resource Centre, Maison de Jeunes, District scolaire Francophone sud, You Turns collective impact strategy</i></p> |
| Children and Youth are Connected to Safe Positive Environments and Positive Adult Role Models | <ul style="list-style-type: none"> • Children and youth care about and get along with others • Children and Youth know where to go in their community to get help • Children and youth get involved | <p>82% (76 out of 93) of kids surveyed know where to go for help and can do so with program leaders</p> <p>65% (56 out of 86) of kids surveyed reported that they were more understanding and more accepting of others</p> <p>75% (24 out of 32) of kids surveyed reported they are more social and are involved in other activities.</p> <p><i>Agency data referenced: Boys and Girls Club of Moncton, Riverview Boys and Girls Club, AIDS Moncton, Elsipogtog Safe Spaces</i></p> |
| Children and Youth are Emotionally and Physically Well | <ul style="list-style-type: none"> • Children and youth believe in themselves • Children and youth can better handle life's challenges | <p>92% (25 out of 27) of kids reported they feel they have a better handle on their feelings and behaviours.</p> <p>82% (23 out of 27) of kids feel they have developed positive coping strategies.</p> <p><i>Agency data referenced: Canadian Mental Health Association.</i></p> |

2014 Impact Results: Strong Communities

| Outcomes | Indicators Reflected | Impact (2013/2014) |
|---|---|--|
| Individuals are improving their coping strategies to better handle life's challenges. | <ul style="list-style-type: none"> Setting and meeting goals around: <ul style="list-style-type: none"> Health and wellbeing Housing Addictions Independence | <p>100% (62 out of 62)</p> <p>of individuals are working on, and attaining their goals of positive coping skills, giving them increased personal wellbeing.</p> <p><i>Agency data referenced: Ability NB, Moncton Community Chaplaincy, Open Sky Cooperative.</i></p> |
| Families and individuals are connected to formal and informal supports. | <ul style="list-style-type: none"> Individuals are better connected to their community Individuals are better connected to their families and friends Individuals are aware of where they can go in their community for help | <p>79% (856 out of 1,193)*</p> <p>of community members involved in UW initiatives are better connected to community supports, increasing their sense of wellbeing and over time reducing their need for formal supports.</p> <p><i>Agency data referenced: Beauséjour Family Crisis Resource Centre, United Way Day of Caring, VON.</i></p> |
| Agencies are able to effectively deliver on mandates and are able to demonstrate the impact of their work to the community. | <ul style="list-style-type: none"> Agencies have a better equipped to interpret and understand community data Leaders in the non-profit sector have increased skills around leadership | <p>100% (64 of 64)*</p> <p>individuals agree to strongly agree that the tools and training from both the leadership workshop, and the workshop on understanding and interpreting community data, provided them with information and skills that will be beneficial to them daily, and understanding community needs.</p> <p><i>United Way training: Fierce Conversations and NB Health Council training on understanding community data and needs.</i></p> <p><i>* Number of individuals representing 29 agencies throughout southeastern New Brunswick</i></p> |

*Based on a representative sample.