



United Way Newfoundland and Labrador

2018/2019 COMMUNITY REPORT

THANK YOU

Ann Marie loves attending her after school program at the Norris Arm Boys & Girls Club

Unleashing your local love helps power United Way's crucial work in the community. That means tackling #unignorable issues and transforming lives right here in Newfoundland & Labrador.

OUR MISSION

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

OUR STATEMENT OF VALUES

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



United Way
Newfoundland
and Labrador
Change starts here.

Because of your generosity, we can
all be proud of the communities we
call home.

BUILDING COMMUNITIES





Jacqui Winter
Chair, Board of Directors

MESSAGE FROM THE BOARD CHAIR

On behalf of the Board of Directors, it is my pleasure to present the 2018 Annual Report to the Community for United Way Newfoundland & Labrador. The purpose of this report is to highlight the impact of our work on our communities and our province as a whole.

We all work together to build a province that is great for everyone by making strategic investments in local programs and services that make meaningful, long-term improvements to the lives of people in our Province. We invest in immediate needs, but we also take care to invest in addressing the root causes of the social issues faced by many in our Province. Through our Community Fund and Donor Choice program, we continue to invest in charities and community groups that are making a difference on the ground in communities large and small.

Our Annual Campaign is an essential component in our ability to deliver impact. We are grateful to everyone in our community who helped us raise funds during our 2018 Campaign: our partners in the federal government; private and public sectors; nonprofit agencies, individual donors and unions in our region.

As always, our year was a productive one. We have continued to build on our strengths, while reflecting on our past, and planning for our future. We recognize the ongoing challenges that many charities are facing in our province, and ours is not immune from these issues. We're confident that by working together as we always have and by keeping our focus tight, we can have the best outcomes for people in need. As a part of this reflection, we are working to develop new relationships within the community and also to strengthen and diversify our existing processes.

As an HR professional, one of the key deliverables we have identified during my term as chair is a complete review and overhaul of all our internal policies and guidelines. This review will apply to our human resources policies, as well as all operational and administrative processes. Keeping United Way on track and focused through governance and oversight is an initiative that will ensure that we stay on track with our work. Identification of the competencies and skills required to develop the strategies to keep United Way relevant and improve our line of sight for our donors and others that support our work will be the end result.

In the next year, we will be revisiting our Strategic Plan and will be engaging with a wide range of stakeholders to help us leverage our history while working to reshape our future. We will listen to donors, funded agencies, volunteers and with a scan of the philanthropic environment our Province currently faces, together we will build a plan that amplifies our shared goals.

On behalf of the Board of Directors and our staff, thank you to everyone who made 2018 a year of learning and reflection, but also for continuing to support your communities through the United Way campaign. Thank you for your generosity and your continued commitment to improving the lives of those MOST vulnerable in our province.

Together, We ARE possibility. And, together we can continue to improve lives locally.

Jacqui Winter
2019/2020 Board President

WHAT SETS US **APART**

We are local experts

We bring people together

We solve complex issues

We improve lives

We generate high return on
community investment and
measure impact

COMMUNITY FUND

6

These statistics relate to Community Fund grants made in early 2018 and reports provided by recipient charities to United Way regarding the outcomes, communities and individuals served.

49

of charities



49

of programs or projects funded



163

of NL communities impacted



31,431

Directly impacted through participation in a United Way funded program or service



\$400,000+

investment through community fund grants



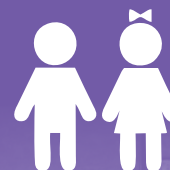
7,410

Seniors accessed United Way funded programs promoting socialization, mental health & physical activity



1,604

Preschool Children participated in United Way funded programs aimed at helping them learn, grow & prepare them for a lifetime of learning



These Community Fund grant investments were approved in April 2019 as a result of funds raised during the 2018 campaign. Once these programs or projects have been completed, recipient charities will provide a report on the results and outcomes of the funded initiatives.

ALLIED YOUTH NEWFOUNDLAND AND LABRADOR
Leadership Training Weekend \$3,800.00

AMYOTROPHIC LATERAL SCLEROSIS SOCIETY OF NEWFOUNDLAND AND LABRADOR
Equipment Loan Program - \$12,000.00

BOYS AND GIRLS CLUBS OF ST. JOHN'S
Kid Tech Nation - \$10,000.00

BRIDGES TO HOPE
Healthy Hamper Program - \$10,000.00

BURNSIDE 50+ CLUB INC.
Upgrades to Community Centre - \$6,538.04

C.L.B. (CHURCH LADS BRIGADE)
C.L.B. Summer Camping Program - \$3,950.00

CANDLELIGHTERS ASSOCIATION OF NEWFOUNDLAND AND LABRADOR
Camp Delight 2019 - \$8,000.00

COMMITTEE ON FAMILY VIOLENCE
The Willow Green - \$19,550.00

DIABETES CANADA
Camp Douwana - \$7,500.00

DR. H. BLISS MURPHY CANCER CARE FOUNDATION
Cancer Transitions Program - \$8,140.00

EATING DISORDER FOUNDATION OF NL
Emotion Focused Family Therapy - \$10,000.00

FRIENDLY FIFTY PLUS CLUB
Seniors Evening Gathering - \$2,000.00

GANDER BOYS AND GIRLS CLUB
Mawte'g - meaning Gather Together - \$9,200.00

GROWING THE VOICES: FESTIVAL 500
Instant Choir - \$5,000.00

HOME AGAIN FURNITURE BANK
Delivering Possibilities - \$5,000.00

JOHN HOWARD SOCIETY OF NL
West-Bridge House - \$6,600.00

JOHN HOWARD SOCIETY OF NL
Seeking Safety - \$6,800.00

KIDS EAT SMART FOUNDATION NEWFOUNDLAND AND LABRADOR
Kids Eat Smart Clubs - Funding NEW Start Ups - \$10,000.00

KIDS HELP PHONE
Crisis Text Line powered by Kids Help Phone - \$10,000.00

KIDSPORT NEWFOUNDLAND AND LABRADOR
KidSport Funding Grant - \$10,000.00

MACMORRAN COMMUNITY CENTRE
Youth Futures - \$7,500.00

NL SEXUAL ASSAULT CRISIS AND PREVENTION CENTRE
Sexual Violence Support Group Program - \$17,500.00

NORRIS ARM BOYS AND GIRLS CLUB
Tween Program - \$5,000.00

NUKUM MUNIK SHELTER SHESHATSHUI INNU FIRST NATION
We Will Help you to Heal! - \$10,000.00

PARKINSON SOCIETY NEWFOUNDLAND AND LABRADOR
Parkinson's Exercise Classes in Rural NL - \$10,000.00

QALIPU CULTURAL FOUNDATION INCORPORATED
Financial Literacy for All Ages - \$50,000.00

RABBITOWN LEARNERS PROGRAM INC.
ABE Student's Kitchenette/Lunch Area Upgrade - \$8,300.00

SANDWICH BAY 50 PLUS CLUB
Sandwich Bay 50 Plus Club Renovations - \$6,900.00

SCHOOL LUNCH ASSOCIATION
2 New School Lunch Kitchens - \$13,056.66

SMALLWOOD CRESCENT COMMUNITY CENTRE INC.
Strengthening the Black Duck Cove Centre - \$7,864.00

SOCIETY OF ST. VINCENT DE PAUL ST. PATRICK'S CONFERENCE - CARBONEAR FOOD BANK
Simmer Down! - \$8,720.00

SPCA ST. JOHN'S
SPCA St. John's Pet Safekeeping Program - \$7,800.00

ST. JOHN'S WOMEN'S CENTRE
Fueling Hope at the St. John's Women's Centre - \$5,000.00

THE ARTHRITIS SOCIETY
Steps with Seniors - \$7,500.00

THE CITY OF ST. JOHN'S - THE REAL PROGRAM
The REAL Program - \$6,000.00

THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD NEWFOUNDLAND AND LABRADOR
Reach Access Impact Initiative - \$4,500.00

THE KIDNEY FOUNDATION OF CANADA
Are you at RISK?- Kidney Disease RISK Assessment - \$5,498.00

THE SALVATION ARMY HAPPY VALLEY CORPS
Community Luncheon - \$20,000.00

THRIVE, CYN ST. JOHN'S
Street Reach Meals and Snacks - \$7,050.00

TOWN OF CHANNEL PORT AUX BASQUES
Community Inclusion - \$3,500.00

VINE PLACE COMMUNITY CENTRE
Vine Place Summer Recreation Program - \$5,000.00

WEST HAVEN UNITED CHURCH CAMP
Sports/Crafts Project - \$1,000.00

YMCA OF WESTERN NL
YMCA Youth - Explore! Empower! Engage! - \$11,750.00

YOUTH 2000 CENTRE (Y2C) CORPORATION
Youth 2000 Literacy and Book Club - \$1,000.00

YWCA ST. JOHN'S
2019 Camp Eclipse: Out in the Woods Expansion - \$15,375.00



OUR IMPACT: 2019 INVESTMENTS

ALL THAT KIDS CAN BE

As the future of our community, and active citizens today, children and youth need to live and grow in a supportive, inclusive, and nurturing environment. It is important that they have the resources and opportunities to grow socially and emotionally, and feel included in our community. Investing now makes lasting and positive change in the lives of children and youth.

AGRICULTURE IN THE CLASSROOM LITTLE GREEN THUMBS

Agriculture in the Classroom (AITC) is an industry-supported initiative designed to work in partnership with Newfoundland & Labrador (NL) educators. Agriculture in the Classroom is intended to help NL children increase their awareness and understanding of why our food system is essential in society.

We partnered with AITC for the first time in 2016, and again last year in 2018 they received a Community Fund grant for their Little Green Thumbs program. The Little Green Thumbs (LGT) program aims to help young people value the health of themselves, the environment and their community through active participation in a classroom garden. The grow kits, soil and seeds form an indoor garden that complement learning concepts such as where food comes from, how to grow healthy plants, sustainable food systems, community interdependence and nutrition in fun, interesting and relevant ways. With the support of a Community Fund grant from United Way, Little Green Thumbs was able to expand their existing program into 25 new gardens in 19 new schools as well as replenish materials for 139 gardens already in operation. These schools were in communities such as: Bell Island, Spaniards Bay, Carbonear, Dildo, Arnold's Cove, Random Island, Hermitage, Badger, Triton, Cow Head, St. Anthony, Benoit's Cove, Griquet, Stephenville, Port aux Basques, Cape St. George, La Poile, Nain, Happy Valley-Goose Bay, and Labrador City.

Students and teachers alike LOVE this program. Reports from parents and teachers show that students are loving the program and they have reported increased conversations about their school gardens while at home. Students are trying new foods, increasing their knowledge of healthier lifestyle, and changing their attitude towards farmers and local food. This all, in turn, increases their confidence, caring and feelings of responsibility to be good stewards of the land.



We started our garden yesterday with my Grade 2 and 3 class. They were so excited. They couldn't wait to get dirty. They had so much fun, they didn't even realize they were learning.

After we planted our first seeds and cleaned up, they even asked if they could write about it in their LGT journals. I have literally never seen children so excited to write. It was amazing! They are already asking when we can plant the next seeds. They are super excited to plant the Purple Bean Pole seeds. Definitely the best project I have taken on in my 20 years of teaching!

~Angie Leonard
Teacher Grade 2/3
Random Island Academy

BRIDGES TO HOPE HEALTHY HAMPER PROGRAM

Bridges to Hope programming offers help to anyone requiring food aid assistance. It's not a hand out – it's a hand up, helping Newfoundland families and individuals move forward in life. Bridges to Hope serves the Northeast Avalon region. Their clients are our neighbours, co-workers, and friends. That's why at Bridges to Hope their focus is "neighbours feeding neighbours."

Two of their key programs are their Food Pantry & Community Kitchen. Newfoundland has the highest rate of per capita food bank usage in Canada. In 2016 the Bridges To Hope Food Pantry provided food aid to 9,200 people. Their clients come from every sector of society – no one is turned away. Clients access food aid assistance once a month and can receive a full food hamper or an emergency hamper. The full food hamper includes fresh baked bread, homemade soups and stews prepared in their community kitchen, plus other essential food items required to feed a family or an individual for up to five days.

The Community Kitchen is currently used daily to make fresh homemade bread for clients, and they also make soups, stews, and roasted chicken, depending on availability of ingredients. The kitchen is used as a learning classroom to teach people how to make cost effective meals, and, it is also an environment that celebrates team building, communication and socialization. Cooking programs are unique to the needs of each client group, such as a slow cooker program for single parents.

The Healthy Hamper Project's mission is to replace the canned vegetables (high sodium) and canned fruit (high sugar) with fresh vegetables and fruit, and to replace the canned soup (high sodium) with homemade soup containing fresh vegetables. The Community Fund grant from United Way was also used to help offer 'School Kits' with Smart Snack items as recommended by the Canada Food Guide.

With funding assistance from United Way, Bridges to Hope's Healthy Hamper Program provided almost 4,000 people with fresh fruits, fresh vegetables and healthy homemade soup. The Healthy Hamper Program help subsidize 4-5 days worth of Healthy Snacks to almost 2500 school aged children.

"This program has allowed me to send my kids off to school with healthy snacks which I can not afford and provides me with vegetables to make them a healthy supper."

~MR (Bridges To Hope Client)



OUR IMPACT: 2019 INVESTMENTS

FROM POVERTY TO POSSIBILITY

When people face tough times, or longer-term poverty, they lack access to necessities of life such as food, shelter, clothing, employment, and education. Many of our communities' most vulnerable are families and individuals who simply can't make ends meet. United Way is working with community partners to address the roots of economic challenges, and to break the cycle of poverty for future generations, while supporting fellow community members who need help now.

OUR IMPACT: 2019 INVESTMENTS

STRONG COMMUNITIES

Our families and neighbourhoods are two of the most basic units of our lives. Strong communities are characterized by resilience, low incidence of violence, high economic security, connection with neighbours, and high involvement with community affairs. We are working together to ensure individuals, families, and neighbours have the resources to care for one another and solve local problems.



SMALLWOOD CRESCENT COMMUNITY CENTRE

The Smallwood Crescent Community Centre is a non-profit charitable organization that provides programs and services for the tenants of Newfoundland and Labrador Housing and the general public. These include social, educational, employment, recreational and health programs. The overall goal of these programs is to enhance community capacity building and community spirit.

In 2018, they received a Community Fund grant to help fund their "Building a Healthier YOU – Together" program. This project saw the beginning of a long-term relationship between Smallwood Crescent Community Centre staff and clinical staff from Eastern Health. This has become increasingly necessary given the number of mental health related issues and crises seen by Community Centre staff with those accessing youth and adult programming.

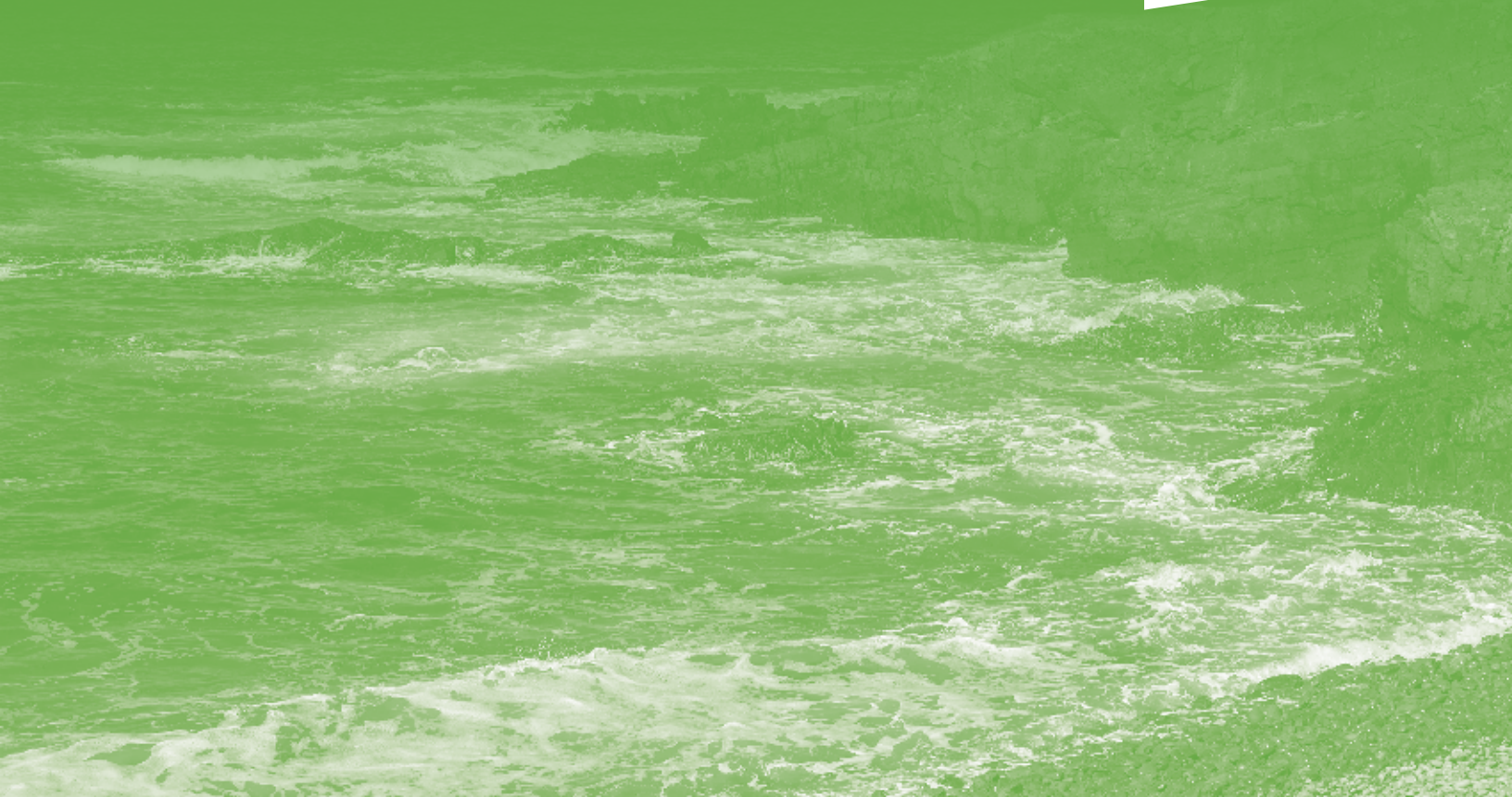
Through a partnership between Community Centre staff, Eastern Health clinical professionals as well as volunteers, this project has created an environment for the at-risk population in the Burin area to socialize, build new skills and friendships, gain an increase in self-confidence and self-worth, and access professional services they would not otherwise seek out. This has helped many clients build relationships with Eastern Health staff to tackle mental health related issues in which Community Centre staff may lack formal training. With an increase in mental health and addictions issues and the need to bridge the gap between the training of Centre staff and the clinical training of Eastern Health staff, the Smallwood Crescent Community Centre is committed to work towards a long-term relationship that would see these services combined regularly onsite. Having access to services under one roof for mental health related issues from clinical professionals as well as regular services provided by Centre staff to educate, assist with employment and allow a safe area to socialize will encourage individuals to work towards a healthier lifestyle and in turn decrease mental health related crises; numbers of youth dropping out of school; and crime rates.

A young man (in his early 20s) came to participate in our art therapy class. He had never painted a picture before. The young man had struggled in his past with anxiety, which lead him to drop out of school. He had been working with the Community Centre over the past few years, as he took part in a Skills Link program, found a job, and returned to school. Being able to take part in an art class was very motivational to him as he discovered a new talent he never knew he had. The artist facilitating the class was very amazed by the painting completed by this young man.

~Centre Program Staff

Companies and their employees want to be charitable and support their local organizations, but often do not know where to start, or can be overwhelmed by who to choose. Choosing to support United Way means that you're supporting multiple community groups and organizations in the province. We can help you manage your community involvement that includes charitable giving and employee engagement that's easy, efficient, and importantly – fun!

WORKPLACE PARTNERSHIPS



2018 WORKPLACE CAMPAIGN ACTIVITIES

56

Participating
Companies

19

Federal
Government
Departments

1500+

Donors

60

FUNdraising
Events

100+

Volunteers

Each campaign comes with an inspiring team of individuals, groups, and businesses that work together to be the change they wish to see in their communities. We are very lucky to have partners who understand our goal is to change and improve the lives of those most vulnerable.

Through the many workplaces and federal government departments (Government of Canada Workplace Charitable Campaign) we engage with thousands of people throughout the province in the work of United Way. With personal stories told by individuals who have been on the receiving end of the life changing work of United Way funded agencies or community groups, we are able to communicate the true impact of choosing to support United Way and its Community Fund.

Our Community Fund is the most powerful way to invest in your community, as statistics show that up to 1 in 3 residents will be impacted by a local program, service, or strategy that United Way supports. When you donate to the Community Fund, you can be assured that the programs supported through this fund have gone through a rigorous application process where all factors including program necessity, financial need, and the overall impact on community are assessed.

Throughout the 2018 campaign, individuals came together to support the Community Fund through employee giving, corporate donations and fundraising events.

Thanks to the our donor's generosity and commitment to the community, and through the reports received from our recipient charities, the Community Fund grants have DIRECTLY impacted the lives of 63,594 people in Newfoundland & Labrador



WORKPLACE PARTNERS

PARTICIPATING COMPANIES

Amway Canada	UPS Canada	United Way Newfoundland and Labrador	BBA
Atlantic Sports Partnership (The Edge)	Chevron	Great West Life/Freedom 55/London Life	Suncor
CIBC Investor Services Inc	Emera/Nova Scotia Power	HR Project Partners	Terrapure
IG Wealth	ExxonMobil Canada	Intact Insurance	Deloitte
Parkland Fuel Corporation	PepsiCo	McInnes Cooper	BMO
Payworks National	Suncor Energy	Noseworthy Chapman	Brokerlink
Atlantic Lottery	Toromont Cat	Stewart McKelvey	RBC
Costco Wholesale	Valero Energy	Sunlife Financial	Scotiabank
Eli Lilly Canada, Inc.	Citibank (Fairstone Financial)	The Co-Operators	Allstate
Enterprise Holdings	Farm Credit Canada	Bell Canada	Eastern Health
Medavie Blue Cross	HSBC	IBM	Registered Nurses' Union NL
Molson Coors	TD Bank	Rogers Communications	
Mondelez International	Celestica	Algoma Central	
Pfizer Canada Inc	FCT Canada	Memorial University	
The Hershey Company	Unifor local 507		

*Some of these are cheques received as a one time donation or a special event (ie, Molson)

GOVERNMENT OF CANADA WORKPLACE CHARITABLE CAMPAIGN (GCWCC)

Atlantic Canada Opportunities Agency	Library of Parliament
Canada Border Services Agency	National Defence
Canada Revenue Agency	Parks Canada
Canadian Coast Guard	Public Health Agency of Canada
Canadian Heritage	Public Prosecution Service of Canada
Defence Construction Canada	Public Services and Procurement Canada
Environment and Climate Change Canada	Royal Canadian Mounted Police
Federal Service Retirees	Service Canada
Fisheries and Oceans	Veterans Affairs Canada
Immigration Refugees and Citizenship Canada	



LOANED REPRESENTATIVE PROGRAM

Loaned Representatives are employees who are loaned to United Way from corporate and public sector offices. During the campaign season, they work full-time supporting workplace fundraising efforts at United Way Newfoundland & Labrador, while still on their company payroll. This allows us to complement the existing staff team and increase our impacts and ability to fundraise effectively while keeping operating costs at a minimum.

When employees join the Loaned Representative Program, United Way and the community in general benefits from their knowledge, experience, and enthusiasm. In exchange, we do our best to provide them with every opportunity to expand their knowledge and professional network, while increasing and diversifying their experience so that they return to their organization ready to become United Way ambassadors for the campaign, or to take on new challenges.

Over the years, we have been fortunate to have hosted loaned representatives from various community partners, including the Canada Revenue Agency and Atlantic Lottery Corporation. For the last several years, we have benefitted from a 15 week Loaned Representative placement from the Canada Revenue Agency. In 2018, thanks to CRA for allowing Anna Stassis, a dedicated, hardworking and passionate loaned representative who spent her time focusing on the federal government campaign.

2018 LEADERSHIP DONORS

*Donations of \$1200+ Annually

Adrice King
Alex Mader
Barbara Caines
Betty Whalen
Bobbi J. Anthony
Brendan Hawboldt
Brian M. Groves
Chad Jarvis
Chris Devereaux
Christopher Hendry
Craig Cowan
Daniel G. Jubainville

David Howe
Dean Holloway
Denise N. Hodder
Douglas N. Goodridge
Jacqui Winter
James Moores
Jason Maher
Jerry Renda
Joan M. Woodrow
Joel Shank
Karen Humby
Katherine Bartlett

Kimberly M. Hiscock
Lily K. Abbass
Lynn Evans
Margaret L. Miller
Margot P. Bruce-O'Connell
and Brian O'Connell
Kebin Abraham
Robert-Paul Barron
Sam J. Pappin
Arden Turpin
Kenneth C. Windsor
Carolyn A. Barnes

Kimberley Pearce
Emily V. Cornelius
Neil E. Bolivar
Paul F. Lynch
Peter Ronayne
Rita Stright
Sadie Sellars
Sherry Walsh
Tammy Davis
Wade Parsons
Warren LaBrash

MARK BROWN COMMUNITY BUILDER AWARD

Fifteen years ago Mark Brown started in earnest his work to establish United Way in our province. It took him a few years, but he did it. In 2005, United Way of Avalon launched. In 2009, we became United Way of Newfoundland & Labrador.

Mark was Founding Chair, and is now a member of our Past Chairs Council, a group that works to ensure we remember our past as we forge our future.

To recognize his efforts and the longevity of his involvement with United Way, we have established The Mark Brown Community Builder Award. This award serves to recognize an individual who works to build stronger and more resilient communities through their volunteer engagement with United Way and the community in general. In 2018 the recipient of this special award was a very special person in the United Way family. Hazel Clark has been a long time volunteer, having served on our Community Investment Committee since the very first meeting in 2005.

In addition to her commitment to United Way's Community Investment Committee, Hazel spent 30 years as an educator (teacher, VP and Principal) in NL schools in the St. John's area. She has also volunteered with the Virginia Park Community Centre and completed her share of neighborhood canvassing for Heart and Stroke Foundation. Not one to rest on her laurels, Hazel also started with Roots of Empathy in 2004 in a "champion" role which led into the Provincial Manager position for all four Atlantic Provinces. She fully retired from Roots of Empathy in June 2018, but in true fashion, she plans to continue to volunteer with Roots of Empathy, including continuing to be their "go-to" person when we have questions historical in nature about Roots of Empathy.

Thank you Mark for all you've done, and continue to do. And thank you Hazel for being a true example of a Community Builder.



WORKPLACE VOLUNTEERS

EMPLOYEE CAMPAIGN COORDINATORS

Jan Cantin	Alicia Miller
Victoria Collins	Eddie Pittman
Pete Halliday	Jennifer Young
Jennifer Greeley	Catherine Puddester
Jolene Murphy	Margaret Noel
Dennis Ryan	Ruth Legrand
David McNeil	Chris Spence
Krista Pridham	Kristina Ennis
Nancy Hudston	Wanda Batten
Mike Green	David Rowsell
Kim Flemming	Kenny Miller
Stephanie Whiston	Andrea Childs
Nicole Evans	Susan King
Kim Woodrow	Tiffany Warren
Susan Ploetner	Charlotte Lewis
Jeff Tilley	Barbara King
Sophie Hamlyn	Lisa Gushue
Marissa McGrath	Susan Tipper
Tina Murphy	Kora Stoodley
Victoria Bartlett	Irene Abbott
Janice St. John	Krista Silver
Erin Murphy	Rebecca Bell
Dennis Watts	Laura Hartery
Michele Dyer	Sherry Walsh
Andrew Brown	
Terri Leigh Dodge	
Sarah Reynolds	

IMPACT SPEAKERS

Jody Williams - Bridges to Hope
 Paul Thomey - Eating Disorder Foundation NL
 Jim Crockwell - MacMorran Community Center
 Julie Bickford - Empower, The Disability Resource Center
 Emily Cardwell - Kids Help Phone
 Gillian Davidge - Manuels River
 Margaret Tibbo - Rainbow Riders
 Derek Staubitzer, Robert Emberley - Parkinsons Society
 Lisa Browne, Sheldon Crocker - Stellas Circle
 Kelly Leach, Mitchell Ryall - Big Brothers Big Sisters
 Liz Trecarin, Maria Cherwick - Strong Harbour Strings
 Jullian Pollard, Jon Kirby - Heart and Stroke Foundation NL
 Jennifer Henning - Arthritis Society NL
 Trina Ralph, Jackie Dolomont - Kidney Foundation NL
 Karen Lacey - Crohn's and Colitis NL
 Nicole Kieley - Newfoundland and Labrador Sexual Assault Crisis and Prevention Center

TOUTON SLIDER VOLUNTEERS

Nancy Gosse	Dianne Melvin
Ashley Power	Margaret Carew
Jacqui Winter	Krista Silver
Ryan Belbin	Lisa Williams
Amy McCarthy	Edith Hussey
Jim Crockwell	Ellen Thistle
Joe Browne	Paulo David



WORKING TOGETHER

Your gifts come to life through United Way's collaborative approach. We partner with donors, volunteers, government, social service agencies, unions, corporations and universities to make our collective impact even greater.





UNITED WAY NEWFOUNDLAND & LABRADOR & ST. JOHN'S PORT AUTHORITY FORM WIN-WIN PARTNERSHIP

In mid-2017, United Way Newfoundland & Labrador entered into a new partnership with the St. John's Port Authority (SJPA) that is ultimately a win-win for the charity, the business and the community.

The initial year was a pilot initiative into which the SJPA entered as it recognized the value of the United Way's expertise with the charitable sector in the Capital Region and throughout the Province.

As the President & CEO of the SJPA, Sean Hanrahan, points out: "The United Way is definitely the expert in identifying both the needs and the assets of our community. They place great care and diligence in the funding application and reporting process, which gives us the confidence that United Way will invest our donation in organizations that operate with accountability and best practices."

The initial pilot was a success and the St. John's Port Authority and the United Way of Newfoundland & Labrador have formalized this agreement for an additional four years through

2021. As a result, the SJPA will direct its annual community investment initiative through the United Way's Community Fund by donating 0.5% of its operating revenues each year for a period of 5 years, resulting in a total donation of approximately \$200,000.

The Community Fund supports a broad range of programs and services, and endeavors to strike a balance between supporting services that address immediate and future needs, as well as working to address root causes of various social issues in our communities. In recognition of the SJPA's philosophy of supporting the community in which it operates, its donation will target community works being undertaken in the St. John's & Metro region.

This new partnership underscores the value that the United Way can bring to the community. Through our traditional workplace campaigns, to managing organization's corporate giving, our aim is to make community giving easy, and to maximize the impact of philanthropy through collaborations of all types.



LOOKING BACK



LOOKING BACK



FINANCIAL REPORT

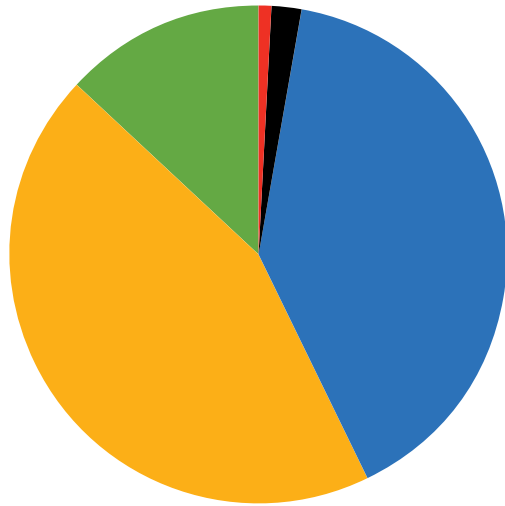
STATEMENT OF OPERATIONS

	2019	2018
REVENUE		
Net campaign revenue	844,575	846,698
Other and investment income	16,465	8,836
Total revenue	861,040	855,534
EXPENSES		
Funded programs	382,602	388,965
Donor directed donations	135,414	177,074
Resource development and administration	160,465	168,545
Community programs and services	139,788	141,406
United Way Canada	7,714	8,588
Total expenses	825,983	884,578
DEFICIENCY OF REVENUE OVER EXPENSES	35,057	-29,044

STATEMENT OF FINANCIAL POSITION

	2019	2018
ASSETS		
Cash and cash equivalents	736,723	785,492
Pledges receivable	347,123	268,481
Other receivable and prepaids	13,999	14,956
Capital assets	1,099,583	3,476
Total assets	1,088,390	1,072,405
LIABILITIES		
Accounts payable and accruals	52,466	73,839
Deferred revenue	124,381	110,887
NET ASSETS	922,736	887,679
TOTAL LIABILITIES AND NET ASSETS	1,099,583	1,072,405

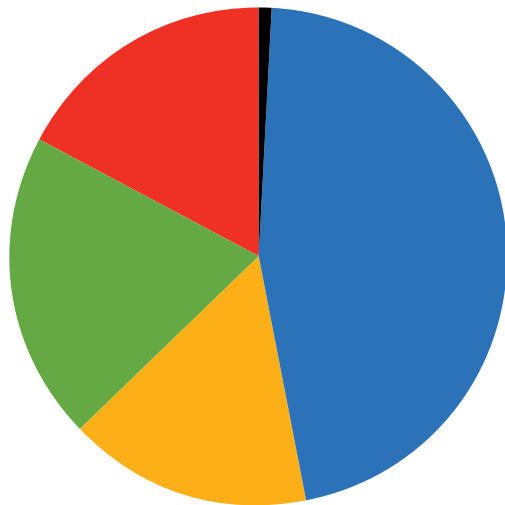
HOW THE FUNDS WERE INVESTED



WHERE THE FUNDS CAME FROM

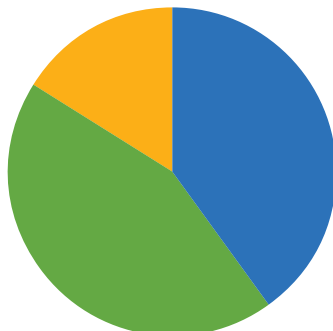
We rely on the generosity of corporate and individual donors across the province

- Corporate (40%)
- Workplace (44%)
- Special Events (13%)
- Individual (2%)
- Other (1%)



WHERE THE FUNDS WERE INVESTED

- Funded Programs (46%)
- Donor Directed Donations (16%)
- Resource Development and Administration (20%)
- Community Programs and Services (17%)
- United Way Canada (1%)



- All That Kids Can Be (44%)
- From Poverty to Possibility (16%)
- Healthy People Strong Communities (40%)

OUR PEOPLE

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Consultant at HR
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educator, writer, helicopter
pilot, volunteer



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100% LOCAL

**Your donation stays
in your community.**



United Way
Newfoundland
and Labrador

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We're very social people, come join us on...



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