



# 2019-2020 COMMUNITY REPORT



**United Way**  
Newfoundland  
and Labrador  
Change starts here.





# A NOTE FROM UNITED WAY NEWFOUNDLAND AND LABRADOR

As we entered 2020, none of us were prepared for what the coming months would bring. At the time of putting together our community report for you, our donors, and the community at large, we are amidst a unique and challenging time as we face the COVID-19 global pandemic. And while this report is aimed at our key updates from 2019 up to March 31st, 2020, we do feel that it is important to address this very important and concerning time for everyone.

The pandemic has brought about vast and extensive changes to how we each live our day to day lives – how we work, how we interact, and how we cope. As an organization that is all about bringing people together and supporting communities, it has demonstrated how our roots as a helping hand establishment still reign true. Community Organizations that offer important programs and services are even more vital as we collectively navigate a new normal. United Way has proudly been a catalyst for helping to ensure that immediate needs of our most vulnerable are being met – from food security to mental health support, to ensuring medicines and items for safety protocols are available. We have been able to assist emerging needs with financial support raised through the Atlantic Compassion Fund, the Emergency Community Support Fund, and the New Horizons for Seniors Fund. We were able to facilitate emergency funds to those who needed it most, and to date have distributed over \$1.5 Million dollars throughout Newfoundland and Labrador for vital and imperative needs for the communities. We look forward to providing you with a full report on the funds that we have distributed and the impacts they’ve had in our next community report. Until then, we thank everyone who has helped us to help others during this difficult time, and we hope that you are all healthy and safe.

## 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.

Funded by the Government of  
Canada's New Horizons for  
Seniors Program



# MESSAGE FROM THE BOARD PRESIDENT

On behalf of the Board of Directors, it is my pleasure to present the 2019 Annual Report to the Community for United Way Newfoundland & Labrador. The purpose of this report is to highlight the impact of our work in our communities and our province as a whole.

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 2019 Campaign: our partners in the federal government; private and public sectors; nonprofit agencies, individual donors and unions in our region.

We all work together to build a province that is great for everyone by making strategic investments in local programs and services that produce 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.

I am happy to report that we have continued to focus on the overhaul and review of operational and administrative deliverables including the full review of internal policies, job descriptions and the implementation of a new staff performance management program. These reviews are important and necessary to ensure we have the competencies to support our staff and board in developing the strategies to keep United Way relevant while improving the line of sight for our donors and others that support our work. It also ensures that as an organization we can continue be an efficient and accountable presence in Newfoundland and Labrador.

Our year was a productive one and 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 are 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 my tenure as Chair is coming to an end, this will be my last report in this position; and however, I look forward to remaining involved with the United Way Board of Directors and staff and I am very pleased to welcome Ryan Belbin as our incoming Chair. I wish him all the best and I know that we are in very good hands.

On behalf of the Board of Directors, thank you to everyone who made 2019 a year of learning and reflection, but also continuing to support your communities through the United Way campaign. We thank you for your generosity and for your continued commitment to improving the lives of those MOST vulnerable in our province.



Jacqui Winter  
2019/2020 Board President

# A NOTE FROM OUR EXECUTIVE DIRECTOR

As my tenure as Executive Director of United Way Newfoundland and Labrador comes to an end, I look back on the thirteen years I spent living and breathing the work of the organization provided me with both an abundance of pride and much nostalgia.

That first day in 2007. I could not have predicted the growth of the organization would see over the course of the next decade. I could not have envisioned the relationships that I would build, and those that I might help forge in the community at large. I did not imagine that I would have been a part of building stronger communities in Newfoundland & Labrador due in large part to the United Way investments of over \$8 million in social and community services throughout our province. I had the blessing and the opportunity to meet the individuals that work to improve the lives of those most vulnerable, and most importantly to meet and hear the stories of those lives that are changed for the better because of United Way Newfoundland and Labrador.

We may be a small organization compared to some of our counterparts throughout the country, but United Way Newfoundland and Labrador has always had the informal philosophy that although we are small, we are mighty.

I find great comfort in knowing that the strength of our organization will continue to serve the community and those most vulnerable in our province. I have confidence that your new Executive Director will continue to build on the achievement of United Way's first fifteen years and look forward to seeing the progress through the challenges and economic realities we are all currently facing.

I have been honored to work alongside a great team of staff, volunteers, and community partners. Each have been a part of the team whose guiding principal was that for life to be truly great in Newfoundland & Labrador it must be great for everyone!

Thank you for the positive, enriching experience you have given me throughout my time as your Executive Director.



Tammy Davis  
Executive Director  
September 2007 - July 2020



# COMMUNITY FUND

With your support in 2019/2020, United Way Invested over \$350K in 35 community organizations across Newfoundland and Labrador; helping kids be all they can be, moving people from poverty to possibility and building strong communities.

35

# of programs funded



\$351,367

invested in Newfoundland and Labrador



## United Way Newfoundland and Labrador

These Community Fund grant investments were approved in July 2020 as a result of funds raised during the 2019 Campaign. Once these programs or projects have been completed, recipient charities will provide a report on the results and outcomes of the funded initiatives.

ORGANIZATION	APPROVED AMOUNT	PROGRAM NAME
Association for New Canadians	\$10,000.00	Fresh Start Breakfast Program
Big Brothers Big Sisters of Eastern Newfoundland	\$10,200.00	Big G
Bowring Park Foundation	\$8,193.75	Installation of In Water Staircase (Aqua Step HD) at Bowring Park Pool
Bridges to Hope	\$8,000.00	Healthy Hamper Program
Canadian Mental Health Association NL	\$10,000.00	Fairness in Transition Program
Central Northeast Health Foundation	\$15,000.00	Good News Therapeutic Garden - Bonnews Lodge Long Term Care Facility
Choices for Youth	\$15,000.00	The Choices Shelter
CNIB Foundation	\$10,000.00	Sight Loss Awareness Campaign
Diabetes Canada	\$5,000.00	Camp Douwanna
Easter Seals Newfoundland and Labrador	\$17,000.00	Easter Seals Accessible Commercial Kitchen
First Step	\$5,000.00	Medical Travel Assistance
Gander Boys and Girls Club	\$9,985.00	GBGC Discovery Lab
Goose Bay Military Family Resource Centre	\$15,000.00	Suicide Intervention Training
Harbour Grace Community Youth Network Hub	\$8,000.00	SPLASH Centre Supper Program
Jimmy Pratt Memorial Outreach Centre	\$4,250.00	Service Upgrades and Social Media Development
John Howard Society of NL	\$13,000.00	West Bridge House
Learning Disabilities Association of Newfoundland and Labrador	\$15,000.00	Specialized Online Tutoring for Children with Learning Disabilities: A Pilot Project
Manuels River Natural Heritage Society	\$4,500.00	Community Up-cycling Workshops
Murphy Centre	\$10,000.00	The Murphy Centre Readiness Program
Newfoundland and Labrador Pensioners, Senior Citizens 50+ Federation - Royal Pandora 50+ Club	\$3,185.49	Kitchen and Facilities Upgrade
NL Sexual Assault Crisis and Prevention Centre	\$7,500.00	Outreach to Rural and Isolated Survivors in NL
Nukum Munik Shelter-Sheshatshui Innu First Nation	\$26,800.00	Sewing Together and Healing the Hurt
Pottle Centre	\$9,400.00	Technology, Education and Awareness
Quidi Vidi / Rennie's River Development Foundation	\$10,000.00	Watershed Heroes
Ruah Counselling Centre	\$25,000.00	Individual, couple, family Counselling and group and youth programs
School Lunch Association	\$14,303.34	School Lunch Association Re-Opening
Seniors Resource Centre Association of NL	\$5,000.00	Rural Outreach: Engaging and Connecting Seniors to Information
South and Central Health Foundation	\$10,000.00	Wheelchair Accessible Bus Project
SPCA - The Society for the Prevention of Cruelty to Animals (Newfoundland & Labrador)	\$5,000.00	Pet Safekeeping Program
The City of St. John's - The REAL Program	\$8,000.00	REAL Program
Vera Perlin Society	\$7,000.00	The Button Shop Production Equipment
YMCA of Newfoundland and Labrador-Ches Penney St. John's	\$5,000.00	Enabling Access - Ches Penney Family YMCA
YMCA of Newfoundland and Labrador-Marystown	\$5,000.00	Enabling Access - Marystown YMCA
YMCA of Western NL - Bay St. George YMCA	\$15,000.00	Bay St. George Afterschool Program
Youth 2000 Centre	\$2,050.00	Twenty Ways



## 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.



**Candlelighters**  
Newfoundland & Labrador

## CANDLELIGHTERS ASSOCIATION OF NEWFOUNDLAND AND LABRADOR

The Candlelighters Association of Newfoundland and Labrador is a volunteer charitable organization dedicated to improving the quality of life for children with cancer and their families since 1982. The Candlelighters Association is to be a support group whose goal is to provide the families of children diagnosed with cancer with information, emotional support and unique understanding.

United Way Newfoundland and Labrador supported the Candlelighters Association with a grant for their Camp Delight. Childhood cancer affects the entire family. Camp Delight is an 8-day camp experience for children diagnosed with cancer, their siblings and bereaved siblings. During the week-long experience they get outdoors and learn new activities like archery, spend time swimming, playing games and making friendships. Participating in the camp gives a degree of independence and personal growth to those who might otherwise be limited by their medical conditions and provides the opportunity to participate in fun activities with other children and youth that have been impacted by childhood cancer.

Funding from United Way helped them to cover the costs of accommodations and supplies for this very special camp. The community fund grant, made possible by the kindness of our donors, gave 66 children the Camp Delight experience, and an opportunity to simply be kids and have fun.

My dear girl has not stopped talking about her time at the camp and the supervisors and her friends she has. Helps me and her mom out so much during these hard times.

I just want to say thank you to everyone for making my child's experience so wonderful. From the pre-camp phone calls and preparations made to ensure he had some of his favorite things, to the consideration for his sensitivity to sound throughout our afternoon at day camp, everything was perfect.



## THRIVE - STREET REACH SNACKS AND MEALS PROGRAM

Established in 2001 under part of Newfoundland and Labrador's Community Youth Network, Thrive provides support to youth who live in poverty, and have limited access to mainstream programs and services. They help to address gaps in services, build community partnerships, increase awareness of existing programs and services available, as well as providing outreach services, and GED preparation/testing to the most marginalized youth. Thrive's "Street Reach" is a grassroots outreach service, guided by the principle of harm reduction that has two main components – Outreach and Individual support. The Street Reach program has been in operation since 2005 providing these necessary services to youth in the greater metro region.

The Community Fund grant from United Way in 2019 helped Thrive facilitate their snack and meal programs for individuals at their drop-in center. It also helped them to provide their weekly meal offering, which operates out of Gower Street United Church. There were 2,600 meals served, thanks to the generosity of our donors. Having access to nutritious meals and snacks may seem like an answer to an immediate need, but it is also so much more. Participants had access to healthy, home cooked meals and reported feeling a greater connection to the Street Reach program because of it. Participants reported that the center and the things it has to offer, provides them with a positive outlook, a feeling of safety, and hope. A unique and interesting facet of this program was that it also combined volunteers from a local Junior High School, who were able to help prepare meals. This gave the Street Reach staff an opportunity to build relationships with school communities and provide a point of education for young people about the challenges of marginalized individuals. In addition to this, the student volunteers were able to be connected to their community, as well as a sense of empowerment from being a part of a solution to a complex issue.

I was very uncomfortable the first time I came, but now I don't mind at all. I just think it keeps me more positive. I know if I need help or I'm short on meals, or even if I just need someone to talk to, I can come here.



## 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 neighborhoods 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 neighbors, and high involvement with community affairs. We are working together to ensure individuals, families, and neighbors have the resources to care for one another and solve local problems.



## EATING DISORDER FOUNDATION OF NEWFOUNDLAND AND LABRADOR

For the past 14 years, the Eating Disorder Foundation of Newfoundland and Labrador (EDFNL) has been a leadership advocacy group, who is dedicated to promoting research, providing public support services, and information about matters related to eating disorders. Their goal is to support individuals who experience disordered eating by acting as a resource center and a front door to a focused and coordinated treatment path. They are also advocating at various levels of government, health, and community groups to ensure input and involvement in the decision-making processes that affect eating disorder policies and treatments. They educate individuals, professionals, government, and families via the distribution of material, an information line, regular awareness programs and a living website.

In 2019, EDFNL received a Community Fund grant to help fund their "Emotion Focused Family Therapy" program (EFFT). In fact, United Way Newfoundland and Labrador provided the seed funding for this very important and valuable project at its inception in 2014. It has since become a core part of their programming. Recovery from an eating disorder is a journey for both the individual experiencing the disorder, as well as their families. This program is an incredible resource for parents, caregivers and healthcare professionals working with individuals who live with an eating disorder. The premise for this program is based on a deep belief in the healing power of families, no matter what the age of the loved one is, as well as the therapist role of empowering and supporting caregivers in their role. The EFFT program is a 2-day workshop for parents/caregivers offered at no charge to families. In addition to this, it includes a 1-day workshop for health professionals, as well as a 2-3 hour refresher course for those who have already completed the workshop. It teaches everyone involved how to better cope, support, and coach their loved ones, and teaches effective ways to process and manage stress. Participants have repeatedly reported back that this program was instrumental in helping them to be a better support for their loved one and showed them meaningful and effective ways to help in the journey that is an eating disorder.

A powerful quote from one participant certainly sums up the value of the EFFT program:

"I feel so empowered that I now have tools I can use. I do not feel hopeless anymore."

Thank you to all the donors to who make it possible for us to fund such important and meaningful programs as the EFFT and for helping us to ensure that our people are healthy and our communities are strong!

United Way Newfoundland and Labrador

## 2019 WORKPLACE COMMUNITY ACTIVITIES

42

Participating  
Companies

19

Federal  
Government  
Departments

1,500+

Donors

52

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, and we are very lucky to have partners who understand that 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 from 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 2019 campaign, individuals came together to support the Community Fund through employee giving, corporate donations and fundraising events.

Thanks to 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 thousands of people in Newfoundland & Labrador.



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's 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.

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. In September of 2019, our friends at the Canada Revenue Agency graciously allowed their employee, Danny Hong, to join the United Way Newfoundland and Labrador team for 15 weeks. Danny was a great addition to our group and we really enjoyed having him with us! Thanks for all your work Danny and thank you CRA for helping to facilitate this program! Here's what he had to say about it:

"The United Way Loaned Representative program is one of the most fulfilling initiatives that I have ever participated in!

I wanted to state the obvious right from the start. As the Canada Revenue Agency Loaned Representative for Government of Canada Workplace Charitable Campaign 2019, I had an opportunity to participate in an amazing experience. As most people in the community, I had heard of United Way but did not fully appreciate how much they helped the community specifically. United Way helps other charities who in turn help many individuals in our society. They provide funding for a multitude of projects that help organizations and communities across the province with participants from infants to the elderly. They are the charity's charity. Participating in the campaign showed how much of a need there is in our community and how impactful the work of the United Way is to our entire society.

Saving the best for last is all the staff at United Way NL. Tammy, Lisa, Jennifer and Nicole show their true dedication to our community and take great pride in the work they do. Their tireless work benefits everyone. It has been an honour to work with them.

Thank you for letting me be a small part of this wonderful organization!"

Danny Hong, Canada Revenue Agency



WORKPLACE PARTNERS

PARTICIPATING COMPANIES

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

GOVERNMENT OF CANADA WORKPLACE CHARITABLE CAMPAIGN (GCWCC)

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

2019 LEADERSHIP DONORS

\*Donations of \$1200+ Annually

Adrice King	Craig Cowan	Grant Hughes	Krista Pridham	Raymond Hyde
Arden Turpin	Cynthia A. Stone	Ian Macinnis	Landon Miller	Robert Cunningham
Audrey Parnell	Cynthia Roche	Jacqui Winter	Lynn Evans	Robert-Paul Barron
Barbara Caines	Daniel G. Jubainville	Jamie Mercer	Margot P. Bruce-O'Connell and Brian O'Connell	Rudy Norman
Bobbi J. Anthony	Daniel Rock	Jason Maher	Michael Alexander	Ryan Finnin
Brian M. Groves	David A. Howe	Joan M. Woodrow	Neil E. Bolivar	Sean O'Brien
Carolyn A. Barnes	David Bryant	Joel Shank	Norm Dimmell	Sherry Walsh
Chad Jarvis	Dean Holloway	Jonathan Dalton	Oliver Gervais	Stacey L. O'Dea
Chris M. Compagnion	Denise N. Hodder	Kebin Abraham	Paul F. Durdle	Stephen C. Edwards
Christopher Hendry	Douglas N. Goodridge	Keith G. Pike	Paul R. Phelan	Stephen O. Boyd
Christopher Warren	Emilie Morin	Kevin G. Hollohan	Peter Ronayne	Tammy Davis
Courtney M. Morrell	Gillian Savage-Knight	Kimberly M. Hiscock		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, and 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.

The 2019 award was given to a very special person in the United Way family – Kathryn Atkin. Kathryn has been a longtime volunteer, having been one of the members of our Founding Board of Directors, then Secretary, then Vice Chair, to Chair, to Past Chair.

Currently, Kathryn remains an active volunteer with United Way. She serves in an official capacity as a member of our Community Investment Committee and our Past Chairs Council.

Unofficially, Kathryn has been a mentor to the staff of United Way, always there to provide the history and rationale of decisions made or being made, and an accessible source of support.

In addition to her commitment to United Way, Kathryn has it in her blood to give back to the community. Her very first volunteer role was at the tender age of eleven. Even at that time, her leadership skills were an integral part of her very being. At 11, she was an assistant to the Secretary of the Harbour Grace Regatta Committee. From that point on, she was hooked on giving back.

She is nothing if not involved, currently serving with a number of local and regional committees and groups, including as a Board Member - Festival 500: Growing the Voices; Chair - Northeast Avalon Regional DARE Committee; Chair - Rotary Leadership Institute Atlantic (New Brunswick, Maine, Prince Edward Island, Nova Scotia, Newfoundland and Labrador, Saint Pierre et Miquelon) - also a founding member and Member of the Rotary Club of Avalon Northeast. For all that she does, and we hope for that she will continue to do for her community and home, thank you Kathryn, for your unwavering support and commitment.



# EMPLOYEE CAMPAIGN COORDINATOR OF THE YEAR

The heart and soul of the workplace campaign is the Employee Campaign Coordinator (ECC). This is the key volunteer who is responsible for planning, preparing, monitoring, analyzing, and reporting on the campaign. Running a workplace campaign requires someone who is willing to devote their time to something that goes far beyond the two-week campaign period. Planning can begin weeks or months in advance, so time management and organization are two important characteristics of the ECC. But most importantly, the ECC must be a champion for the cause. The ECC is someone who believes in what their workplace campaign means - that they are helping to make a difference.

The Employee Campaign Coordinator of the Year award went to one of our biggest cheerleaders, Margaret Diviney. Margaret has been involved as a volunteer for a few years and embodies all that an ECC should be. Positive, energetic, cheerful, a go getter and someone who recognizes what supporting the campaign is all about and what it means to the organizations that receive our support. Thank you Margaret for EVERYTHING you do for the GCWCC and United Way!

# WORKPLACE VOLUNTEERS

## EMPLOYEE CAMPAIGN COORDINATORS

Adam Beaumaster	Jan Cantin	Marley MacDonald
Alan Hatcher	Jeffrey Tilley	Michele Dyer
Alicia Miller	Jennifer Clarke	Mike Green
Allison Sheppard	Jennifer Young	Natasha Warren
Andrea Childs	Julia McGrath	Pete Halliday
Andrew Brown	Katelyn Pinsent	Rebecca Bell
Bonita Costello	Kimberly O'Brien	Rebecca Moyes
Charlotte Lewis	Kora Stoodley	Scott White
David McNeil	Krista Silver	Sherry Walsh
Dennis Watts	Laura Hartery	Stephanie Day
Eddie Pittman	Laura Wettstein	Stephanie Whiston
Erin Murphy	Linda O'Reilly	Susan King
Gloria Coady	Manoj Khandavelli	Sydney Worthman
Irene Abbott	Margaret Noel	Tina Murphy
Jacqui Winter	Maria Shelley	Wanda Batten

## TOUTON SLIDER VOLUNTEERS

Alvin Hussey	Jacqui Winter	Margaret Carew
Amy McCarthy	Karen Peddle	Marlene Redman
Chris Withers	Krista Silver	Rebecca Bell
Edith Hussey	Leah Connolly	Ryan Belbin
Erika Bentau	Lindsey Hynes	Stephanie Roul
Erin Manning	Louis Roul	Susan Byrne
Greg St. George	Lyndsay Skanes	



## IMPACT SPEAKERS

- Bonnie James - Buckmasters Circle Community Centre
- Dawn Gallant - Diabetes Association of Canada
- Emily Cardwell - Kids Help Phone
- Erin Butler - Thrive
- Jackie Dolomont - Kidney Foundation Society
- Joby Flemming - Empower, The Disability Network
- Jody Williams - Bridges to Hope
- John Bennett - Cystic Fibrosis Canada
- Karen Lacey - Crohns and Colitis
- Lori Hapgood - Rabbittown Learners Program
- Mark Rice - Diabetes Assn Canada
- Mary Walsh - Newfoundland and Labrador Sexual Assault Crisis and Prevention Center
- Matthew Piercey - Canadian Cancer Society
- Maureen Lymburner - Home Again Furniture Bank
- Mohammed Ali Bakhshi - Association for New Canadians
- Paul Thomey - Eating Disorder Foundation
- Renata Lang - Association for New Canadians
- Rob Harvey - NL Down Syndrome Society
- Robert Emberley - Parkinsons Society NL





# UNITED BY SONG

Sponsored by Atlantic Lottery, Scotiabank, Rogers, Metro Pharmacy, Villa Nova Pharmacy and Coast 101.1. United By Song is an event that celebrated community through storytelling.

Held on October 8, 2019 at MUN’s DF Cook Recital Hall, the event brought together four courageous storytellers, who have triumphed with the help of United Way funding, and four local artists who composed original songs inspired by the resilience and strength of those stories. The event brought to light critical issues, diversity, possibility, and talent found in our community. There were tears, laughter, a sense of hope and an opportunity for people to see just how supporting United Way Newfoundland and Labrador has an impact on the people of our province.

At United Way Newfoundland and Labrador, we know change happens; however, real change takes many hearts and hands. We were honored to organize and host this event and are very grateful to the sponsors for making this beautiful evening of story and song possible.







Welcome to **United by Song**,  
presented by United Way  
Newfoundland and Labrador



**United Way**  
Newfoundland  
and Labrador  
Change starts here.

SPONSORED BY





# 9<sup>TH</sup> ANNUAL DAY OF CARING

The annual Day of Caring™ is one of our favorite days at United Way NL. It’s the day that we match together volunteers and charitable organizations for one giant day of volunteerism and an outpouring of Local Love!

The idea behind the day is to help charities get important tasks completed that rely on the generosity of volunteers and help from the community. We are so proud of this event and having fun while doing it (and great weather) makes it even more special.

We started the morning with a delicious breakfast for everyone at Easter Seals, on Mount Scio road in St. John’s. We were very happy to have some workplace groups join us to help get the breakfast started by preparing, cooking, and serving the meal to over 100 volunteers! After breakfast, everyone was sent out on their way to take part in their assigned volunteer projects. With 185 volunteers and 22 projects right across Newfoundland and Labrador for this year’s event, we had participants doing an array of things ranging from painting, gardening, cleaning, building, baking, and cooking.

One thing we consistently hear from our supporters is that they want to get out into the community and get their hands dirty (literally, in some cases!). Day of Caring™ is a perfect way to see firsthand what these organizations do in our province, and an opportunity to learn more about the life changing programs and services that are happening right here. Volunteers get to do this by contributing to the important work that charities and communities are doing, and being a part of making Newfoundland and Labrador great for EVERYONE!



185

Volunteers

22

Projects



# LOOKING BACK



# LOOKING BACK

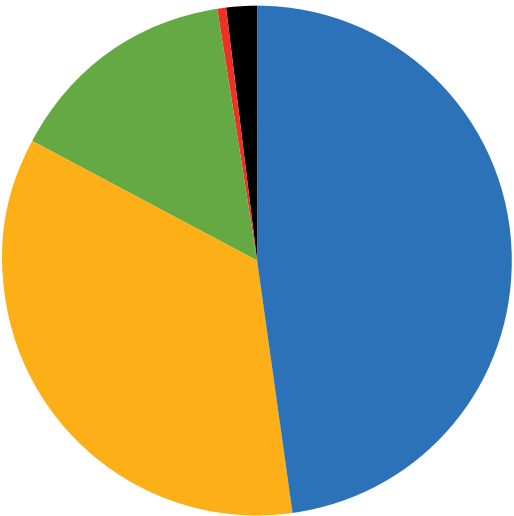




# FINANCIAL REPORT

STATEMENT OF OPERATIONS	2020	2019
REVENUE		
Net campaign revenue	955,854	844,575
Other and investment income	18,700	16,465
Total revenue	964,653	861,040
EXPENSES		
Funded programs	429,493	382,602
Donor directed donations	146,387	135,414
Resource development and administration	173,363	160,465
Community programs and services	150,528	139,788
United Way Canada	8,013	7,714
Total expenses	907,784	825,983
EXCESS OF REVENUE	56,869	35,057
STATEMENT OF FINANCIAL POSITION		
ASSETS		
Cash and cash equivalents	843,274	736,723
Pledges receivable	383,246	347,123
Other receivable and prepaids	12,090	13,999
Capital assets	4,315	1,099,583
Total assets	1,242,925	1,088,390
LIABILITIES		
Accounts payable and accruals	72,696	52,466
Deferred revenue	190,625	124,381
NET ASSETS	979,604	922,736
TOTAL LIABILITIES AND NET ASSETS	1,242,925	1,099,583

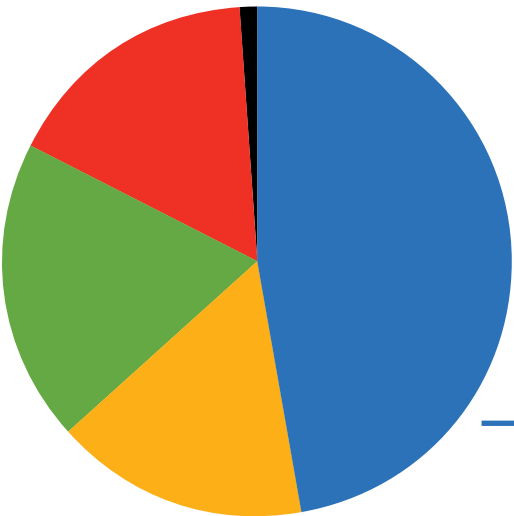
# HOW THE FUNDS WERE INVESTED



## WHERE THE FUNDS CAME FROM

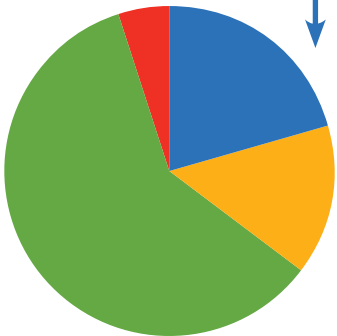
We rely on the generosity of corporate and individual donors across the province

- Corporate (47.8%)
- Workplace (35.2%)
- Special Events (14.7%)
- Individual (0.4%)
- Other (1.9%)



## WHERE THE FUNDS WERE INVESTED

- Funded Programs (47.3%)
- Donor Directed Donations (16.1%)
- Resource Development and Administration (19.1%)
- Community Programs and Services (16.6%)
- United Way Canada (0.9%)



- All That Kids Can Be (20.8%)
- From Poverty to Possibility (14.7%)
- Healthy People Strong Communities (59.6%)
- Covid Relief (4.9%)



# OUR PEOPLE

## BOARD



**CHAIR:**  
Jacqui Winter,  
Owner and Principal  
Consultant at HR  
Project Partners Inc.



**PAST CHAIR:**  
Joseph Browne, Retired  
RNC Chief



**VICE CHAIR:**  
Ryan Belbin, Lawyer at  
O'Dea Earle



**TREASURER:**  
Sherry Walsh, Partner at  
Deloitte Canada



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INVESTMENT  
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Supt Patrick Roche,  
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& COMMUNICATIONS  
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Centre for Innovation in  
Teaching & Learning at  
Memorial University of  
Newfoundland



**DIRECTOR:**  
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Manager, Finance &  
Administration (Division  
of Marketing and  
Communications) at  
Memorial University of  
Newfoundland



**DIRECTOR:**  
Amy McCarthy, Senior  
HR Consultant at HR  
Project Partners Inc.



**DIRECTOR/LABRADOR  
REPRESENTATIVE:**  
Geoff Goodyear,  
Photographer, Photo  
Educator, Writer,  
Helicopter Pilot,  
Volunteer



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APPOINTEE (ST.  
JOHN'S & DISTRICT  
LABOUR COUNCIL):**  
Lisa Williams, Financial  
Officer, Service NL



**DIRECTOR:**  
Douglas Pawson,  
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## 2019 COMMITTEES OF THE BOARD

Al Antle  
Kathryn Atkin  
Rebecca Bell  
Mark Brown  
Ruby Manuel  
Peggy Matchim  
Jennifer McGrath  
Padraig Mohan  
Gary Peddle  
Leigh Puddester  
Mary Shortall  
Sean Wiltshire

100%  
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Your donation stays  
in your community.



**United Way**  
Newfoundland  
and Labrador



# LOCAL LOVE

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#LocalLove

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Our Website: [nl.unitedway.ca](http://nl.unitedway.ca)



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Newfoundland  
and Labrador

**Change starts here.**

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