

**United Way**  
Newfoundland  
and Labrador

# COMMUNITY REPORT 2020-2021



United Way Newfoundland and Labrador  
invests into programs, services and initiatives  
that fall within three key focus areas,  
where the need is greatest:

### From Poverty to Possibility

Moving people out of poverty  
Meeting basic human needs (ex: food, shelter, and jobs)

### Healthy People Strong Communities

Improving access to social and health-related support services  
Supporting resident and community engagement  
Supporting community integration and settlement

### All That Kids Can Be

Improving access to early childhood learning and  
development programs  
Helping kids do well at school and complete high school  
Making the healthy transition into adulthood  
and post-secondary education

# THANK YOU



## Our Mission

To improve lives and build communities 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

## A NOTE FROM OUR EXECUTIVE DIRECTOR

This past year taught us a lot of things; most importantly, that the world as we know it can change overnight. Change and uncertainty has been at the forefront of our daily lives for more than 18 months, so has the importance of supporting the local community organizations delivering essential, frontline programs. Even amid a global pandemic, United Way Newfoundland and Labrador has remained committed to investing in programs that ensure this province is truly great for everyone. These programs have a focus on building strong communities, moving people from poverty to possibility and helping kids be all that they can be.

Last year, thanks to the generosity of our donors, UWNL was able to raise critical funds to support children, seniors, families and communities across Newfoundland and Labrador by way of 31 Community Fund grants. In addition, United Way Newfoundland and Labrador distributed an extra 127 grants as a response to Covid-19 through the locally funded Atlantic Compassion Fund and federally funded Emergency Community Support Fund.

UWNL also served a critical role in the implementation of 211 NL. 211 NL is a telephone and online directory that helps direct Newfoundlanders and Labradorians to critical community, social and government supports 24 hours a day, 7 days a week. UWNL is proud to be a founding partner of 211 NL, by providing funding and advocacy for the program, and remains committed to supporting 211 NL so that it is here to support our province through whatever may come our way.

To our donors, volunteers and community partners - I would like to offer my sincere gratitude and appreciation for your support of our work this past year. When you invest in your community through United Way Newfoundland and Labrador, you can trust that your gift is being used where it is needed most.

Sincere thanks,



Katie Greene  
Executive Director



## A NOTE FROM OUR BOARD CHAIR

The past year has been so laden with challenges that it's already becoming cliché, but I'd be remiss not to acknowledge the particular effect this has had on United Way Newfoundland and Labrador. Our organization is fueled by donation dollars (which were invariably affected by the pandemic) to fund projects for our most vulnerable citizens (the demand for which saw an understandable increase over the past twelve months). In the midst of our staff and volunteer board navigating virtual meetings and working from home, we undertook the major hiring process of a new Executive Director.

The story of the 2020-2021 year for our organization could have been a very different story. Instead, the message that I'm tasked with bringing is how United Ways across Canada were recognized for our collective expertise in the charitable sector and entrusted with unprecedented emergency funds, which represented more than two million dollars distributed in Newfoundland and Labrador by March 31, 2021. United Way Newfoundland and Labrador further assumed a major leadership role in the implementation of a 211 phone line for the first time in Newfoundland and Labrador, which has already proven to be a much-needed resource for connecting individuals to government and community-based health and social services. With the welcome additions of Katie Greene as our Executive Director (and now, in the interim, to Joe Browne), and an influx of new members around the boardroom table (or, for now, on the Zoom screen), United Way Newfoundland and Labrador remains a healthy, thriving community organization, and I've been proud to have served as Board Chair during this unpredictable time.

Don't get me wrong, the past year has not been without its challenges. We miss sharing food and music at the Touton Sliders and the Songs of the City event. We miss seeing all the recipients at the Community Fund cheque distributions. In short, we miss the community – and we can't wait to see you all again (in person, and definitely not on mute) in the near future.



Ryan Belbin  
2020/2021 Board Chair

# COMMUNITY FUND

With your support, United Way Newfoundland and Labrador invested over \$310,000 in 31 different community agencies across Newfoundland and Labrador. These grants helped move more people from Poverty to Possibility, enabled us to continue Building Strong Communities, and will help more kids be All That Kids Can Be.

31

# of Programs Funded



\$369,091

Invested in Newfoundland  
and Labrador





## UNITED WAY NEWFOUNDLAND AND LABRADOR

These Community Fund investments were approved in May of 2021 as a result of funds raised during the 2020 campaign. Once these programs or projects have been completed, the recipient charities will provide UWNL a report on the results and outcomes of the funded initiatives.

Organization	Approved Amount	Program Name
<b>Agriculture in the Classroom NL</b>	\$17,883.72	Little Green Thumbs NL
<b>Bridges to Hope</b>	\$10,000.00	Healthy Hamper Program
<b>Burin Peninsula Health Care Foundation</b>	\$20,000.00	BPHCF Mental Health and Addictions Campaign
<b>Canadian Mental Health Association Newfoundland and Labrador</b>	\$20,000.00	Black, Indigenous, People of Color (BIPOC) Mental Health Programs and Services
<b>Canadian Red Cross Society</b>	\$15,000.00	Bolstering the Stocks of Medical Equipment for Free, By-Donation Loan to a Growing Senior Demographic
<b>Candlelighters Association of Newfoundland and Labrador</b>	\$9,000.00	Camp Delight
<b>Choices for Youth</b>	\$10,000.00	Integrated Service Delivery at Choices for Youth
<b>Corduroy Brook Enhancement Association</b>	\$5,400.00	Accessibility Fishing Platform
<b>Eating Disorder Foundation of NL</b>	\$10,000.00	Emotion Focused Family Therapy
<b>First Step</b>	\$6,250.00	Medical Travel Assistance
<b>Home Again Furniture Bank (Parish of the Ascension)</b>	\$20,000.00	Moving Furniture, Transforming Lives
<b>Jimmy Pratt Outreach Centre</b>	\$5,300.00	Timely Support Through Meal and Hamper Delivery
<b>John Howard Society</b>	\$5,000.00	West Bridge House
<b>Kids Help Phone (NL)</b>	\$14,190.00	Peer-to-Peer Support Program
<b>MacMorran Community Centre</b>	\$6,918.00	Youth Leaders for Tomorrow
<b>Manuels River Natural Heritage Society</b>	\$24,900.00	Meals Ready to Go!
<b>Memorial University of Newfoundland and Labrador - Botanical Garden</b>	\$35,000.00	Pollinators, Plants and People

Organization	Approved Amount	Program Name
<b>Murphy Centre</b>	\$10,000.00	Readiness Program for Fragile Academic and Career Services Participants
<b>Parkinson Society of Newfoundland and Labrador</b>	\$10,000.00	Parkinson's Online Therapy Classes
<b>Planned Parenthood Newfoundland and Labrador Sexual Health Centre</b>	\$19,500.00	2SLGBTQIA+ Warm Line
<b>Rabbittown Community Centre</b>	\$10,000.00	One Community: Celebrating Diversity
<b>School Lunch Association</b>	\$15,000.00	School Lunch Association
<b>Society for the Prevention of Cruelty to Animals (Newfoundland and Labrador)</b>	\$7,900.00	Pet Safekeeping
<b>Society of St. Vincent de Paul - St. Peter's Parish</b>	\$4,850.00	Food Freezers Replacement
<b>St. John's Status of Women Council/Women's Centre</b>	\$6,600.00	SHOP: Media Guide on Respectful Reporting On Sex Workers
<b>The City of St. John's - The REAL Program</b>	\$8,000.00	REAL Program
<b>Town of Happy Valley - Goose Bay</b>	\$15,000.00	Strengthening Our Communities Campaign
<b>Vine Place Community Centre</b>	\$10,000.00	Vine Place Summer Recreation Program
<b>Women in Resource Development Corporation - Education Resource Centre</b>	\$15,000.00	STEM for Girls Club Pilot
<b>YMCA of Exploit's Valley</b>	\$2,400.00	Safely Together



Thank you to all of our donors who made each and every one of these investments possible. Thanks to you, we are able to continue to share **local love** throughout Newfoundland and Labrador.





## Our Impact: 2020 Investments

### Building Healthy People, and Strong Communities

Our families and neighborhoods are two of the most basic units of our lives. Strong communities are defined by their resilience, low incidence of violence, high economic security, connections with neighbors, and high involvement with community affairs. We are working together to ensure that individuals, families, and communities have the resources they need to care for one another and to solve local problems.

## Nukum Munik Shelter: Sheshatshiu Innu First Nation

For over 20 years the Nukum Munik Shelter has been providing front-line support to the women in the Sheshatshiu Innu First Nation in northern Labrador. With 14 beds in their facility they are able to provide a safe haven for women and their children at the shelter. The shelter works tirelessly to give back to their community through different programs and activities. These help both the women and children in their care and the area as a whole feel more connected.

In 2020 the Sheshatshiu Innu First Nation received a Community Fund grant to help fund their "Sewing Together and Healing the Hurt" program. Given the remoteness of the community it can be difficult to find suitable activities to pass the time, especially in winter. The sewing program aims to change that by providing a safe environment for the women of the shelter to learn how to create their own traditional clothing for local events and ceremonies. The sewing projects will also become available to the wider community once the workers and clients of the shelter are well versed in the skill.

Thank you to all of our donors who make it possible, year after year, to support meaningful programs like these. With your support we are able to help build stronger communities every year.



“ I like to wear traditional clothes when we do ceremonies or we go to a wedding or events here in the community. I used to have one many years ago but I can't use it any more. Thanks to the sewing classes I have learned how to make many different things like skirts, vest, tea dolls, quilting, native gloves and native boots.

I have made plenty of thing for my family, the house and myself. I like very much to sew now. When I am bored I get with other women and we sew together.

I am teaching other women too. I am very happy and proud of all the things that I am making.

## LAUNCH OF 211 NL

**Connecting every Newfoundlander and Labradorian to the help they need, when they need it most. #HelpStartsHere**

On October 15th, 2020, Newfoundland and Labrador gained access to 211 NL. 211 NL is a free and confidential service that operates 24/7, 365 days a year. By dialing 2-1-1 on any phone a caller is connected to a single person who can help them navigate the complex network of community, social, non-clinical health and government services available across the province.



Visit our website at <https://nl.211.ca/>

## 211 NL IMPACT

Numbers from October 15th, 2020 to March 31st, 2021.



**2,169 Callers to 211 NL**



**1,743 referrals made**

### Top Referral Areas:

- ✓ Food Access and Security
- ✓ Mental Health and Addictions
- ✓ Financial Assistance
- ✓ Information Services
- ✓ Housing



**United Way**  
Newfoundland  
and Labrador

**#HelpStartsHere**



## COVID-19 Response: Keeping Communities Strong

When COVID-19 arrived, United Way Newfoundland and Labrador quickly mobilized to help support our communities as they contended with the many different effects of the pandemic.

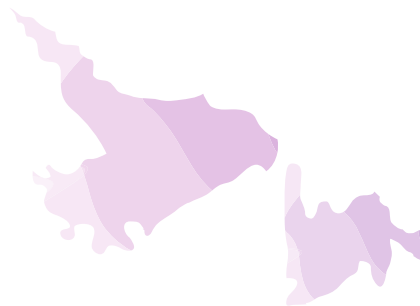
The most vulnerable people of our province were hit the hardest, and as such we began to advocate on behalf of the local agencies that served them. Reaching out to our incredible partners, stakeholders, and other government agencies to find solutions to new problems, and to offer help and support to those with the biggest needs, was our goal throughout the pandemic response.

Thanks to funding provided by the Federal Government of Canada, and our local Atlantic business partners, United Way Newfoundland and Labrador was able to invest heavily in our province to support those who needed it the most. These investments were a part of the Atlantic Compassion Fund, the Emergency Community Support Fund, and the New Horizons for Seniors Program.



**Over \$2 million invested  
across Newfoundland and  
Labrador**

**100+ different  
organizations provided  
with critical funding**



**More than 107,000  
Newfoundlanders and  
Labradorians helped**

## Atlantic Compassion Fund

We are incredibly proud to have collaborated with the 11 United Ways of Atlantic Canada to create the Atlantic Compassion Fund, which helped people struggling with the most basic needs during the pandemic. This fund focused on alleviating these needs by focusing on food, shelter, access to medications and mental health as priorities.

With support from the Government of Newfoundland and Labrador, individual, and corporate donors, we were able to provide support to 55 local charities and non-profits with 69 separate grants.



## Emergency Community Support Fund

Recognizing the local reach and expertise of the United Way network, the Government of Canada entrusted us to quickly and effectively disburse funds through the Emergency Community Support Fund. Through this initiative we were able to provide further support to 73 local non-profits, invested into 110 crucial programs province-wide.



## New Horizons for Seniors Program

The Government of Canada's New Horizons for Seniors program provided funding to support vulnerable seniors at risk due to COVID-19. United Way NL partnered with both the Canadian Red Cross and Seniors NL to provide support across the province. Volunteers provided meals, wellness checks, phone support, and more to seniors in need across Newfoundland and Labrador



A full list of all funded programs is available on our website: [www.unitedwaynl.ca](http://www.unitedwaynl.ca)



## 2020 WORKPLACE COMMUNITY ACTIVITIES

47

Participating  
Workplaces

32

Federal  
Government  
Departments

100+

Workplace  
Volunteers

350

First Time  
Donors

Each campaign comes with an amazing team of individuals, groups, and businesses that work together to create the change and positive impact they want to see in their local communities. We are incredibly grateful, and lucky, to have partners who understand that our goal is to improve the lives of those most vulnerable in our province.

Through the many workplaces and Federal Government departments (Government of Canada Workplace Charitable Campaign) we are able to engage with thousands of people throughout the province in the work we do here at United Way. Stories from the personal lives of those who have been a recipient of the programs we fund, help communicate the true impact of choosing to support United Way, and the Community Fund that makes it all possible.

1 in 3 residents of our province will be impacted by a program, service, or agency that United Way funds. When you donate to the United Way Community Fund you help to continue this legacy of helping hands across our province. Programs assessed in this fund are held to high standards, so you can be assured that your donation goes where it is needed most.

Thanks to our donor's incredible generosity and commitment to spreading local love, we have been able to directly impact thousands of individuals in Newfoundland and Labrador with the Community Fund.



## Workplace Partners

### Participating Companies

ABB	Emera	RBC
Algoma Central	Enbridge	Ricoh Canada
Anthony Insurance	Enterprise Holdings	Rogers Communications
Atlantic Business Interiors	ExxonMobil Canada Ltd.	Scotiabank
Atlantic Lottery	Farm Credit Canada	St. John's Port Authority
BBA	HR Project Partners Inc.	Stewart McKelvey
Brokerlink	HSBC Bank Canada	Suncor
Bell Canada	Husky Group of Companies	TD Bank Financial Group
BMO	IBM Canada	Terrapure
Canada Life	IG Wealth Management	The Co-operators
Canadian Institute for Health	Intact Insurance	Toromont Cat
Canadian Medical Association	KPMG	UFCW
Cardinal Health	Marsh Canada Limited	Unifor Local 597
Chevron Canada	Medavie	United Way Newfoundland and Labrador
CIBC	Mondalez International	UPS Canada
CUPE	Nintendo of Canada	Valero Energy Inc
Fairstone Financial	Noseworthy Chapman	Xerox Canada
Costco Wholesale	Price Waterhouse Cooper	
Deloitte		

### Government of Canada Workplace Charitable Campaign (GCWCC)

Atlantic Canada Opportunities Agencies	Impact Assessment Agency of Canada
Agriculture and Agri-food Canada	Innovation, Science and Economic Development
Canada Border Services Agency	National Defense
Canada Post	Parks Canada
Canada Revenue Agency	Privy Council Office
Canadian Coast Guard	Public Health Agency of Canada
Canadian Food Inspection Agency	Public Prosecution Services Canada
Canadian Heritage	Public Service & Procurement Canada
Citizenship and Immigration Canada	RCMP
Defense Construction Canada	Service Canada
Environment Canada	Shared Services Canada
Federal Service Retirees	Statistics Canada
Fisheries and Oceans Canada	Transport Canada
Health Canada	Veterans Affairs Canada

### Loaned Representative Program



Special thank you to our friends at the Canada Revenue Agency for helping us out with a loaned rep! We were so happy to have Danny Hong join our small team again to help us navigate a truly unique fall campaign. Thank you Danny for all your help, your professionalism, and for being a part of our United Way Family!



# 2020 Leadership Donors

\*Donations of \$1200+ Annually

Michael Alexander  
Aaron Bolt  
Margot P. Bruce-O'Connell  
Craig Cowan  
Jonathan Dalton  
Randy Dawe  
Matthew A. Deveau  
Chris Devereaux  
Paul and Janet Durdle  
Stephen Edwards  
Lynn Evans  
Katrina Fisher  
Keith Flynn  
Christopher Garland  
Douglas and Danette Goodridge  
Briam M. Groves

Christopher Hendry  
Denise N. Hodder  
Severin Hoie  
Kevin Hollohan  
David Howe  
Grant Hughes  
Karen Humby  
Raymond Hyde  
Chad Jarvis  
Daniel G. Jubainville  
Karen Kelly  
Mark MacCallum  
Angela Miles  
Landon Miller  
Margaret Miller  
Emilie Morrin

Ryan J. Noseworthy  
Sean O'Brien  
Stacey L. O'Dea  
Stephen O'Reilly  
David & Christine Oldham  
Sandra Park  
Kimberley Pearce  
Paul R. Phelan  
Joseph P. Ricketts  
Daniel Rock  
Joel Shank  
Lyndsay Skanes  
James Thompson  
Sherry Walsh  
Sheila L. Webber  
Jacqui Winter  
Joan Woodrow

# Workplace Volunteers

Employee Campaign Coordinators

Alan Hatcher  
Alicia Miller  
Andrew Brown  
Anna Batten  
Charlotte Lewis  
Eddie Pittman  
Emily Faulkner  
Erin Murphy  
Gloria Coady  
Jacqui Winter  
Jeffrey Tilley  
Jennifer Young  
Jillian Kelly  
Jillian Lawlor  
Jonathan Somerton

Julia Perry  
Kora Stoodley  
Krista Turpin  
Laura Hartery  
Lori Efford  
Lyndsay Skanes  
Lynette Carey  
Margaret Diviney  
Maureen Cullinane  
Michelle Dawe  
Paul Barr  
Pete Halliday  
Rebecca Bell  
Richard Martin  
Stephanie Day

Stephanie Whiston  
Susan Greeley  
Susan Tipper  
Sydney Worthman  
Tina Murphy

**Thank you for  
showing your  
Local Love!**



# FINANCIAL SUMMARY

YEAR END MARCH 31, 2021

## WHERE THE MONEY COMES FROM:

Net Campaign Revenue	\$813,980
Non Recurring Major Gifts	\$249,700
Atlantic Compassion Fund	\$167,806
Emergency Community Support Fund	\$1,819,774
New Horizons Seniors	\$138,159
COVID-19 Rent and Wage Subsidies	\$71,730
211 NL Funding	\$18,717
Other	\$20,064

**TOTAL REVENUE** **\$3,299,930**

## WHERE THE MONEY GOES:

Community Fund Investments	\$351,368
Donor Directed Donations	\$126,677
Atlantic Compassion Fund	\$219,517
Emergency Community Support	\$1,718,650
New Horizons Seniors	\$131,106
United Way Canada	\$10,599
Resource Development and Admin.	\$160,232
Community Programs and Services	\$139,938

**TOTAL EXPENSES** **\$2,858,087**

For our full financial statements, please visit our website:

<https://www.unitedwaynl.ca/about-us/reports-and-financials/>



# OUR PEOPLE

## BOARD



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



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



**VICE CHAIR,  
COMMUNITY  
INVESTMENT:**  
Douglas Pawson,  
Executive Director  
of End  
Homelessness St.  
John's



**TREASURER:**  
Erin Manning,  
Manager, Financial  
Management  
Analyst at Fisheries  
and Oceans  
Canada



**LABOUR APPOINTEE:**  
Lisa Williams,  
Financial Officer,  
Service NL



**DIRECTOR -  
LABRADOR:**  
Shaun MacLean,  
Policy Analyst for  
the Government of  
Newfoundland and  
Labrador



**DIRECTOR:**  
Shauna Quinlan,  
HR Advisor at  
Memorial University



**CHAIR, MARKETING  
AND  
COMMUNICATIONS:**  
Peggy Miller,  
Manager of  
Marketing and  
Analysis, Centre for  
Innovation in  
Teaching and  
Learning at Memorial  
University



**DIRECTOR -  
WESTERN:**  
Cathy Wheeler-  
Walsh,  
Clinical Social  
Worker



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

## STAFF

Kaite Greene, Executive Director  
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Joe Browne, Interim Executive Director  
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Lisa Marie-Fifield, Campaign Coordinator  
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Nicole Eales, Finance Officer  
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Jennifer Konechny, Administrative and Database Coordinator  
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Colton Politte, Communications Officer and 211 Community Outreach Coordinator  
colton.politte@nl.unitedway.ca

## 2020 Committees of the Board

Kathryn Atkin  
Sean Wiltshire  
Al Antle  
Douglas Pawson  
Mark Brown



# **100%** **LOCAL**

**All money  
raised here  
stays here**



**United Way**  
Newfoundland  
and Labrador

From all of us at  
United Way NL

*Thank You!*

Your generous support builds  
healthy, strong, and  
resilient communities.





**United Way**  
Newfoundland  
and Labrador

**#LocalLove for  
over 15 years!**

We're social! Join us on....



@unitedwayNL

And visit our website at: [unitedwaynl.ca](http://unitedwaynl.ca)



**United Way**  
Newfoundland  
and Labrador

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