

COMMUNITY REPORT

2021-2022



United Way
Newfoundland
and Labrador



Where Flowers Bloom so Does Hope
- Lady Bird Johnson

Our Mission

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

Our 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 AND BOARD CHAIR

There is no denying that the past two years have come with many hardships. The impact of the pandemic will be with us for some time but our mission to improve lives and build community holds strong. As another fiscal year ends, we continue to reflect, recognize, and thank those in our community working harder than ever to make a positive change in our province.

To our donors and volunteers – thank you for your unwavering support of our work this past year. With your generosity, UWNL was able to invest in 41 community programs across our province. 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.

To our community partners – thank you for your strength and ability to adapt during these difficult, unprecedented times. We recognize that marginalized communities and those living in poverty have, unfortunately, been hit the hardest. We commend you on your dedication to continue to do more. We stand by you, we support you and we look forward to building stronger communities together.

And last, but certainly not least, thank you to the amazing staff of United Way Newfoundland and Labrador. Your dedication to our mission and compassion for the communities of our province is inspiring. These last few years haven't been without their challenges but each of you continue to rise above and push yourself every day to ensure our community has the supports they need and deserve.

As we move ahead to 2023 and beyond, we are excited to work together to build a positive future for our province - a future where kids can be all that they can be, there is a noticeable reduction in poverty and reliable access to community support.



Katie Greene
Executive Director



Ryan Belbin
2021/2022 Board Chair

**United Way Newfoundland and Labrador
invests in 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 by meeting basic human needs through the provision of food, shelter, jobs, etc.

Healthy People, Strong Communities

Improving access and availability of social and health-related support services needed to revitalize and strengthen neighborhoods and overall community engagement.

All That Kids Can Be

Providing youth with access to early literacy and development programs, recreational activities, mentors and other opportunities to discover and develop their talents and interests as they progress through school and into adulthood.

All money raised here, stays here

100% LOCAL

COMMUNITY FUND 2022



Margot Bruce O'Connell (L) - ExxonMobil presenting a Community Fund cheque to SPAN's Executive Director, Sonya Smith

**\$352,477
Invested**

**41
Local Programs**



Greg Vineham (L) TechnipFMC presenting a Community Fund cheque to The Gathering Place's Executive Director, Paul Davis

2022 Community Fund Recipients

ORGANIZATION	AMOUNT	PROGRAM
CALOS Youth Orchestras Inc.	\$ 5,000.00	CALOS Renewal Through Music Program
Canadian National Institute for the Blind	\$ 10,000.00	PREP Series (Practical Readiness for Employment and Post Secondary Series)
Candlelighters Association of NL	\$ 4,500.00	Camp Delight
CBS Parks Commission Inc	\$ 10,336.00	CBS Community Garden Initiative Expansion & Enhancements
Church Lads Brigade	\$ 4,500.00	CLB Summer Camping Program
City of St. John's - REAL Program	\$ 4,000.00	The REAL Program
Community Sector Council of NL	\$ 5,000.00	techKNOWtrainers Train-the-Trainer
First Step	\$ 5,000.00	Medical Travel Assistance
Grand Falls Windsor Community Kitchen Inc.	\$ 3,000.00	Community Kitchen
Harbour Grace Community Youth Network Hub Inc.	\$ 5,000.00	Supper Program
Home Again Furniture Bank Inc	\$ 17,500.00	A Home for Home Again
Jimmy Pratt Memorial Outreach Centre Inc	\$ 4,270.00	Emergency Pantry
John Howard Society of NL- West Bridge	\$ 9,624.98	West Bridge House
KidSport NL	\$ 5,000.00	KidSport NL Grant Funding
Kilbride to Ferryland Resource Coalition Inc	\$ 10,800.00	Community Garden
Killick Hospice Care Inc. (Loinel Kelland Hospice)	\$ 40,000.00	Every Moment Matters
Manuals River Natural Heritage Society Inc	\$ 12,240.00	Riverside Camp
Murphy Centre Inc	\$ 7,500.00	Readiness Program
NL Pensioners, Senior Citizens - 55 Plus Association Whitbourne	\$ 3,821.00	Outreach Program
NL Pensioners, Senior Citizens - Friendly Fifty Plus Club Inc. Grand Falls-Windsor	\$ 5,000.00	Community Garden Expansion
NL Pensioners, Senior Citizens - Gateway Seniors 50+Club Channel Port aux Basque	\$ 2,500.00	Reaching out to Seniors
NL Sexual Assault Crisis and Prevention Centre	\$ 5,000.00	NSO Everywhere Outreach
NL Symphony Orchestra Association	\$ 5,000.00	24-Hour Crisis Information and Support Line: The Text Line
Nunatsiavut Gov't - NunaKatiget Inuit Community Corp	\$ 7,000.00	Max Winters Memorial Community Freezer
Parkinson's Society of NL	\$ 5,000.00	Rural Exercise Program for People Living with Parkinson's
Planned Parenthood NL Sexual Health Centre	\$ 8,600.00	2SLGBTQIA+ Warm Line
Provincial Information and Library Resources Board	\$ 2,500.00	NLPL Summer Snacks for Kids
Salavation Army HVGB Corps	\$ 10,000.00	Reaching Out to Bridge the Gap: Homelessness to Housing
School Lunch Association	\$ 13,285.00	Purchase of Food and Milk
Single Parent Association	\$ 20,000.00	Margaret's Closet
Smallwood Crescent Community Centre	\$ 4,000.00	Mind Your Matter - A Touch of Wellness
SPCA NL	\$ 4,000.00	Pet Safekeeping
Special Olympics NL	\$ 7,000.00	Special Olympics Thrift Store
St. John's Seventh-day Adventist Church	\$ 2,500.00	Grocery Gift Card & Food Hamper Program
Stella's Circle Community Services Inc.	\$ 21,000.00	Real Homes
The Gathering Place Incorporated	\$ 15,000.00	De-escalation Training Program
The Lantern Christian Life Centre	\$ 10,000.00	Community Space Improvement
The Pottle Centre	\$ 7,000.00	Meal Program
Vine Place Community Centre	\$ 10,000.00	Vine Place Recreation Program
WRDC - Educational Resource Centre	\$ 15,000.00	STEMforGIRLS Teacher Outreach
Youth 2000 Centre Corp	\$ 6,000.00	Elevation - Next Level Skills

Workplace Partner Fundraising *Fun Activities*



Our dedicated Workplace Partner,
Canada Revenue Agency,
took to the cold water in
December for an icy plunge to raise
funds for UWNL!



The Department of Fisheries & Oceans make their fundraising fun with themed events!



From Poverty to Possibility

"Among our deliveries we have provided 358 beds to families and individuals that were sleeping on air mattresses, sofas and even just having blankets on the floor. Providing the basic necessity of a comfortable bed allows families and individuals to get a good nights sleep and will enable them to focus on work, school and will improve their quality of life"

Amy Tulk, Director of Operations

"We're on a very low fixed income, and acquiring any sort of possessions for us takes time and effort...it was a great help to have the furniture replaced, it took a lot of stress off us..."

"I lost all hope in humanity and society for a period of time. To have that brought back into my life...proves to me there are people out there willing to help...probably the biggest gift that ever I received in my entire life."

Home Again Furniture Client





Burin Peninsula
Health Care Foundation

Healthy People, Strong Communities

"Our programs and fundraising campaigns are designed to ensure support goes directly to our local health care centers to improve the quality of care for our patients and long term care residents. Our primary areas of focus include Mental Health & Addictions, Patient Comfort & Care, Chemotherapy, Dialysis, Rehabilitation, Women's Health, Pregnancy & Infant Loss, and Pediatrics."

bphcf.ca

"Thanks to the funding and support provided by the United Way Community Fund and the Burin Peninsula Health Care Foundation, we have been able to offer a number of valuable suicide prevention training sessions to healthcare professionals and community members. It is through partnerships like these that we are able to create suicide-safer communities across the Burin Peninsula."

**Denika Ward, Community
Suicide Prevention Coordinator**





All That Kids Can Be

"Childhood cancer affects the entire family. Camp Delight is for children diagnosed with cancer, their siblings, and bereaved siblings. They get to enjoy time with each other and make special friendships with people their age from all over the province. The parents are able to connect with each other as well. Camp Delight is offered to our families at no cost. The costs of having a sick child are high especially when a parent has to stop working to provide care to their child. All children and families across our province are provided with the opportunity to attend. There are no financial barriers."

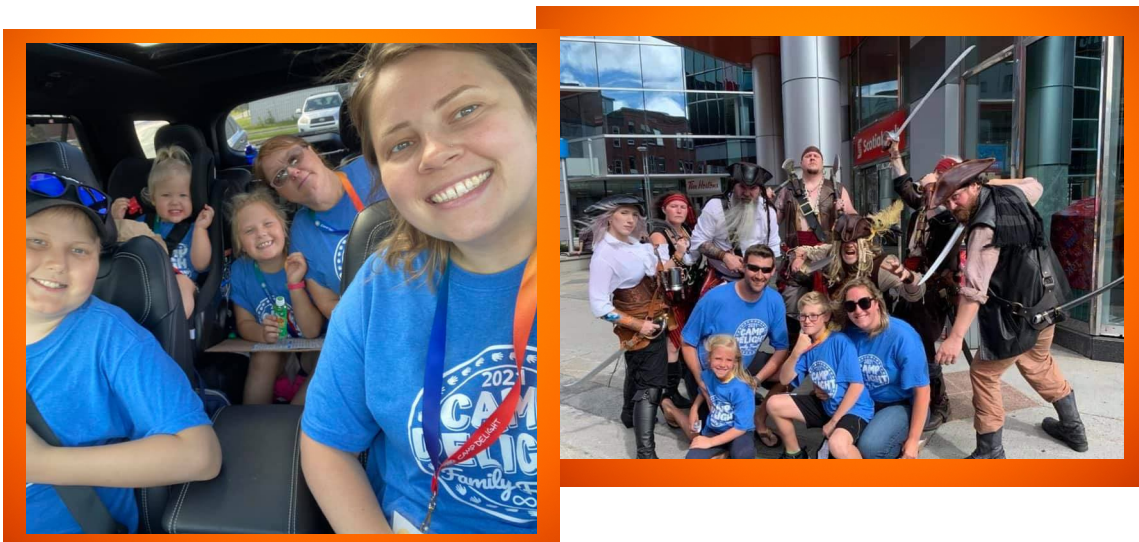
Lori Pike, Candlelighters NL

"Thanks to all the staff and everyone who helped organize camp this year. Both the family and grad camper retreats were amazing!"

"Had the best time at our [first] camp! Thank you to everyone who was involved in making this possible! Looking forward to next year."

"Thank you all so much for an awesome weekend! You are all amazing! I can't even imagine all the planning and organizing that must go into pulling off camp each year but you guys do it and have so much energy and fun."

Camp Attendees

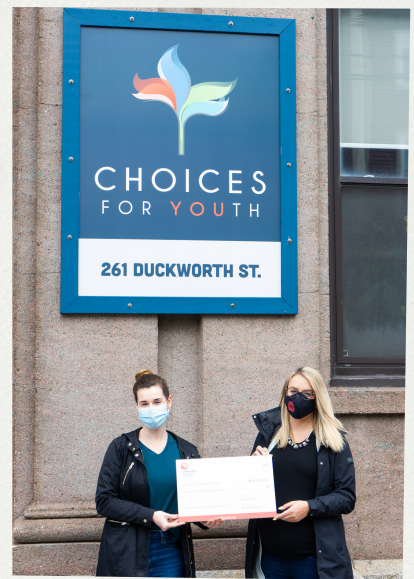


Mark Brown

This year's recipient, Lyndsay Skanes, has made a significant impact towards the betterment of her community and province by going above and beyond with her time, commitment and dedication to United Way NL.



Lyndsay Skanes, Canada Revenue Agency



Awards

**Each year UWNL recognizes workplace partners
who have achieved outstanding performance
in their workplace campaign**



**Canada Revenue
Agency**

**The most dollars raised by employees
through donations and special events**

ExxonMobil

**Outstanding corporate and
employee support**



TechnipFMC

**Successful debut of an employee
and corporate match campaign**

COSTCO

**Outstanding participation rate
in a campaign**



Bank

**Outstanding corporate support and
community partnership with UWNL**



In 2021, UWNL invested \$289,287 into 211 NL, enabling the service to continue to be available to Newfoundlanders and Labradorians.

"As a non-profit organization focused on ending homelessness, we have seen the value of the 211 NL service first hand. Our work in supporting people with finding and maintaining housing is made easier knowing that those in need have a simple way of connecting to us. The 211 service is offered freely, and is available 24/7, 365 days a year, in more than 150 languages. This allows 211 NL to reach more people and to have the lowest barriers to access community-based services."

- Doug Pawson, ED, End Homelessness

"From a client perspective, having a single point of contact rather than dozens of individual helplines is absolutely essential..."

- Joshua Smee, CEO, Food First NL

For more information visit
www.nl.211.ca/

COVID Support

Stop the Spread and Stay Safe!
(COVID-19 Program for Community Organizations)

Provided to UWNL by The Government of Canada and The Canadian Red Cross

UWNL Distributed 12,960 COVID 19 tests to 26 NL Organizations:

The Gathering Place
Bridges to Hope
Jimmy Pratt
Carbonear Food Bank
Home Again Furniture Bank
Vine Place Community Centre
Connections for Seniors
Association for New Canadians
Manual's River

Status of Women Council
Fifty Plus Club Burnside
Gander Food Bank
Flatrock 50+ Club
Parkinson's Society
John Howard Society
Stella's Circle
Rabbittown Community Centre
Fifty Plus Club Whitbourne

SportsNL
SPAN
Grand Falls Community Kitchen
NL Symphony Organizations
CALOS Youth Orchestra
First Step Charity
Special Olympics
Nunatsiavut Inuit Community Corp.

Day of Caring



Thank you to the 65 volunteers from:

CRA

Rogers

Public Prosecution Service of Canada

Atlantic Lottery Corp

Stewart McKelvey

Service Canada

HR Project Partners Inc.



Day of Caring is a unique opportunity for your workplace to partner with a United Way NL agency partner or nonprofit organization. You'll complete a volunteer project that contributes to local community development, renewal, and pride.

2021 WORKPLACE COMMUNITY ACTIVITIES

40	34	100+	505
Participating Workplaces	Federal Government Departments	Workplace Volunteers	First Time Donors

Each and every campaign is backed by an amazing team of individuals, groups and businesses that work together to create change and positive impact in their local communities. Organizing a workplace campaign requires a lot of planning and organization that relies heavily on volunteers. We are incredibly fortunate to have partners who share our goal of improving the lives of those most vulnerable in our province. We cannot do the important work we do without our amazing partners, and each of these individuals play a vital role in the work that we do here in the province through our Community Fund. This is the heart and soul of our organization, and it allows us to invest where the needs are greatest in our communities. 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.



ExxonMobil making a campaign contribution of \$148,967
to UWNL Interim ED, Joe Browne

Workplace Partners - Participating Companies

Atlantic Lottery

Aviva Canada

Bell Canada

BMO

Canada Life

Canada Post

Canadian Medical Association

CIBC

Co-Operators

Costco Wholesale

Deloitte

Emera

Enterprise Holdings

ExxonMobil Canada Ltd.

Fairstone Financial

GHD

HR Project Partners Inc

IG Wealth Management

Intact Insurance

KPMG

Mariner

McKesson Canada

Mondalez International

Noseworthy Chapman

Perfect Day

Price Waterhouse Cooper

RBC

Registered Nurses Union

Rogers Communications

Scotiabank

St. John's Port Authority

Stewart McKelvey

Suncor

TD Bank Financial Group

TechnipFMC

Toromont Cat

Unifor Local 597

United Way NL

UPS Canada

Valero Energy Inc

Government of Canada Workplace Charitable Campaign (GCWCC)

Atlantic Canada Opportunities Agencies

Agriculture and Agri-food Canada

Canada Border Services Agency

Canada Mortgage & Housing

Canada Revenue Agency

Canadian Coast Guard

Canadian Food Inspection Agency

Canadian Forces College

Canadian Heritage

Citizenship and Immigration Canada

Correctional Services Canada

Defence Construction Canada

Environment Canada

Federal Service Retirees

Fisheries and Oceans Canada

Global Affairs Canada International

Health Canada

Impact Assessment Agency of Canada

Industry Canada

Innovation, Science and Economic Development

National Film Board of Canada

National Research Council

National Defense

Parks Canada

Passport Canada

Privy Council Office

Public Health Agency of Canada

Public Prosecution Services Canada

Public Service & Procurement Canada

RCMP

Service Canada

Shared Services Canada

Veterans Affairs Canada

Women and Gender Equality Canada National



2021 Leadership Donors

Donations of \$1200+ Annually

Angela Miles
Brian Engleman
Chris Devereaux
Colin Krulicki
Corrin Fisher
Craig Dowden
Craig McDonald
Dale Groves
Daniel Jubainville
Daniel Rock
Danielle Simms
David A. Howe
David Oldham
Doug Pittman
Elizabeth Philpott
Grant Hughes
Jacqui Winter
Jamie Suddaby

Jennifer M. Mills
Jim Hewitt
Joan Woodrow
Jonathan Dalton
Joseph P. Ricketts
Karen Harding
Karen Kelly
Katirina Campbell
Kebin Abraham
Kimberley Pearce
Kirsten Smith
Krista Barker
Landon Miller
Linsey Hollett
Lydia Evequoz
Mandy Dewart
Peggy L. Miller

Margot P. Bruce-O'Connell
& Brian O'Connell
Marissa Maw
Melanie Maynard
Micaela Streeter
Mick Stevens
Mike Alexander
Neil Barbour
Penny Wareham
Rudy Norman
Ryan Noseworthy
Sandra Park
Sherry Walsh
Steve Hogan

Workplace Volunteers

Employee Campaign Coordinators

Adam Power
Alicia Miller
Alison Critch
Andrew Brown
Andrew Juvonen
Charlotte Lewis
Emile Bourque
Erin Murphy
Gloria Coady
Greg Vineham
Heather Hynes
Helena Whiffin
Jacqui Winter
Janine Noseworthy
Jeffrey Tilley
Jillian Sparkes

Julia Perry
Kelsey Furey
Laura Hartery
LeighAnne O'Neil
Lorrie Efford
Lynette Carey
Lyndsay Skanes
Lynette Carey
Margaret Diviney
Maureen Cullinane
Murray Salter
Pete Halliday
Randal Hipson
Rebecca Bell
Stephanie Day

Susan Tipper
Sydney Worthman
Thomas Arklie
Todd Baker
Tina Murphy



Thank you for showing your Local Love!

FINANCIAL SUMMARY

YEAR END MARCH 31, 2022

WHERE THE MONEY COMES FROM:

Net Campaign Revenue	\$984,592
COVID 19 Rent and Wage Subsidies	\$71,626
211 NL Funding	\$290,557
Investment Income/Market Adjustments	\$-1,906
Other	\$8,159

TOTAL REVENUE	\$1,353,027
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WHERE THE MONEY GOES:

Community Fund Investments	\$714,011
Donor Directed Donations	\$174,198
Atlantic Compassion Fund	\$51,690
211 Program Funding	\$289,287
United Way Canada	\$7,956
Resource Development and Admin.	\$174,245
Community Programs and Services	\$132,686

TOTAL EXPENSES	\$1,544,072
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For our full financial statements, please visit our website:

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

Our People

Board of Directors



CHAIR
Ryan Belbin
Lawyer
O'Dea Earle



PAST CHAIR
Jacqui Winter
Owner/Principal
Consultant
HR Project Partners



VICE CHAIR
Douglas Pawson
Executive Director
End Homelessness
St. John's



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



LABOUR APPOINTEE
Lisa Williams
Financial Officer
Service NL



DIRECTOR
Mark Brown
RCMP (Ret)



DIRECTOR
Shauna Quinlan
HR Advisor
MUN



DIRECTOR
Shaun MacLean
Policy Analyst
Government of NL



DIRECTOR
Peggy Miller
Manager
Marketing & Analysis
MUN



DIRECTOR
Cathy Wheeler-Walsh
Clinical Social Worker
Western Health



DIRECTOR
Geoff Goodyear
Helicopter Pilot (Ret)
Universal Helicopters



United Way
Newfoundland
and Labrador

#LocalLove for over 16 years!

Katie Greene, Executive Director

Joe Browne, Interim Executive Director (June '21 - July '22)

Lisa-Marie Fifield, Director of Development & Donor Engagement

Nicole Eales, Director of Finance & General Operations

Jan Grace, Administrative Coordinator

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Join us on social media



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And visit our website at: unitedwaynl.ca