


#LOCALLOVE

Annual **COMMUNITY REPORT**

2022 - 2023



United Way
Newfoundland
and Labrador



"Alone we can do so little,
together we can do so much."

- Helen Keller

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.

Accountability

United Way Newfoundland and Labrador (UWNL) is accountable to donors and partners in the community. Accountability and transparency to our community donors and partners are key values of UWNL. Annual reports, financial statements, allocations and information on grant recipients are always accessible to the public.

**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

A NOTE FROM OUR EXECUTIVE DIRECTOR AND BOARD CHAIR

We are happy to share with you the impact of your support to United Way Newfoundland and Labrador with our 2022-2023 Community Report. The immediate thing we want to say is THANK YOU. This little phrase hardly seems sufficient to fully encapsulate what it means to have each and every one of you stand with us as we continue to work diligently in fulfillment of our mandate: to improve lives and build community by engaging individuals and mobilizing collective action.

The last fiscal year for our organization brought with it a rejuvenation of sorts. On the heels of COVID-19, we saw a special revival of our workplace campaigns and activities. This past year has brought with it the opportunity to do less online meetings, and to get out and physically visit, share stories, laughter, and events with our partners again, and it was nothing short of amazing. We held our annual Day of Caring™, which brought out over 70 volunteers who helped a variety of local charities get some much-needed work done. We held our Community Celebration (our favorite event by far) and brought together our supporters and those organizations who received community fund grants because of that support. And we attended real, in person kick off events. The regrowth of human connection was real and most certainly felt by all.

The heart and soul of our organization is our Community Fund, where we give back to where the needs are greatest. As a community impact organization, we strive to address immediate needs while actively working toward long term solutions, to ensure that our province is great for everyone. We are proud to report that our 2022 Campaign enabled United Way Newfoundland and Labrador to support 42 programs with \$400,000. These grants ensure that vital community organizations can continue their important work. From educational services for vulnerable youth, to supporting food security issues, to wellbeing and care for our seniors, we have together made a difference to the lives of people right here, all because YOU chose to support the United Way Community Fund.

The work that we do relies heavily on volunteers. To our Board of Directors, subcommittees, and our Community Investment Committee – Thank you for your unwavering support. To our workplace volunteers – You are the force behind our campaign success, and that does not go unnoticed. Thank You!

To our dedicated staff – Thank you for being a constant support. We have a special dynamic here at United Way Newfoundland and Labrador, one that is not taken for granted.



Lisa-Marie Fifield
Interim Executive Director



Doug Pawson
Board Chair



\$400,000 Invested

42 Local Programs

2023 Community Fund



2023 Community Fund

\$400,000 Invested into 42 Programs

in NL Communities

Abundant Life Pentecostal Assemblies - Food Hampers

Anglican Parish of Burin - Building the Future

Association for New Canadians - Summer Enrichment Program

Baccalieu Trail SPCA - Pawsitive Youth

Bowring Park Foundation – Lighting the Way to Healthy Living

Bridges to Hope - Healthy Hamper Program

Burin Peninsula Brighter Futures - Healthy Together-Outdoors

Canadian Mental Health Association - Train the Trainer

Easter Seals NL - Accessible Climbing Program

Eating Disorder Foundation of NL - Emotion Focused Family Therapy Workshops

First Step - Medical Travel Assistance

Froude Ave Community Centre - Portfolio for Youth Project

Home Again Furniture Bank - Furnishing Homes and Lives

Hr. Grace Community Youth Network Hub - Supper Program

Iris Kirby House - The Pantry Program

Kids Eat Smart - Breakfast Club

Manuels River Community - Whose Grandma is Cookin’

Town of Hr. Main, Chapel’s Cove-Lakeview - Little Free Food Pantries

The Murphy Centre - Readiness Program

NL Pensioners Assoc. - Gateway Seniors 50+ Club Outreach Program

NL Pensioners Assoc. - Westport 50+ Club Healthy Aging

NL Symphony Orchestra Assoc. - NSO Everywhere Outreach Program

NunaKatiget Inuit Community Corp. - Max Winters' Memorial Community Freezer

Quadrangle LGBTQ Community Centre - Counselling Line

Roots of Empathy - Positive Mental Health

Ruah Counselling Centre - Counselling

School Lunch Association - School Lunch Program

Smallwood Crescent Community Centre - Equal Opportunities Matter

SSVP - Carbonear Food Bank - Kettle's On - Community Meals

Stephenville Emergency Food Services

St. John's Seventh-Day Adventist - Grocery Gift Card and Food Hamper Program

The Kidney Foundation - Comfort Kits for New Dialysis Patients
& Short-Term Financial Assistance

SPCA St. John's - Pet Safekeeping

The City of St. John's REAL Program

The Salvation Army Corner Brook Temple - Friendship Room Soup Kitchen

Thrive CYN - Street Reach

Vera Perlin Society - Crisis Funding

Vine Place Community Centre - Summer Camp

Women in Resource Development - Community Outreach and Engagement

YMCA Central Labrador - Summer Sports Camp

YMCA of Western NL - Children's Activity Programs

CRA Loaned Representative



Stephanie Downs
Canada Revenue Agency

Once again, our friends at the Canada Revenue Agency graciously allowed one of their employees to join us at UWNL headquarters for the duration of the fall campaign season. This year, we were pleased to welcome Stephanie Downs to the team. From checking in with volunteers, arranging speakers and attending kick off events, she was a great help for all things involving the Government of Canada Workplace Charitable Campaign. Stephanie was an integral part of the campaign's success.

Hurricane Fiona Relief

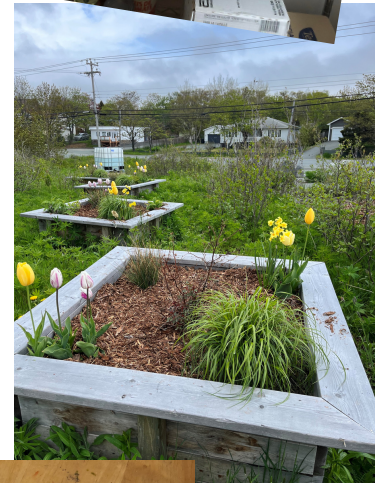


In September 2022, the Port aux Basques area was devastated by the effects of Hurricane Fiona, with damage and devastation that is an anomaly in our province. In quick response, TD Bank stepped in and graciously provided UWNL with a special donation of \$15,000 to help address immediate needs in the areas most affected. This initiative allowed us to ensure that funds were directed to people for food and furniture through our partnerships with Home Again Furniture Bank, Food First NL, and the Port Aux Basque Food Bank. For their swift reaction to addressing community needs, we were proud to honor TD Bank with an award for showcasing their Local Love at our 2023 Community Celebration. Thank you TD for your commitment to UWNL and the people of our province.

2022 Community Fund

Since 2005 UWNL has funded 769 community services and programs right here in Newfoundland and Labrador with a total of \$7,657,904.

In 2023, UWNL received 105 funding applications with a total ask of \$1,916,360. Although we would love to fund each and every organization that applies, it's just not possible. Our Community Fund Committee reviewed each application and based on need, awarded \$400,000 raised in 2022 to 42 programs and services in NL.



From Poverty to Possibility



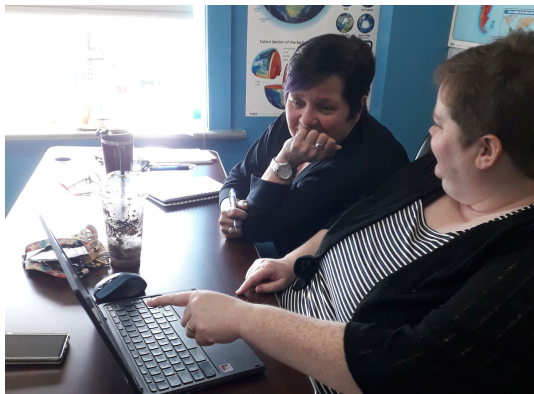
Stella's Circle

Hope Lives Here

"In this ever increasing need for affordable housing for the most vulnerable populations of our community, Stella's Circle has committed to increasing the number of affordable Real Homes, within our portfolio, from 85 to 100 by 2025. This is documented in our strategic plan and is a tangible goal to mitigate the strain on an already stressed housing shortage within the City of St. John's."



Real Homes Program



**techKNOWtrainers
Train the Trainer Program**

"Seniors who came to our club in order to pick up their food bag (in Grand Falls-Windsor) were extremely thankful. Some were running low on food until their checks came in at the end of the month. Some had thought of going to the food bank for the first time in their lives. Some were close to tears and some had tears. They were so thankful."

"United Way funding enabled CSC NL to train 38 staff members at non-profit organizations who enhanced their digital literacy skills and can now confidently deliver digital literacy training in up to 70 topics, to participants in their programs for youth, seniors, low income persons and others. Impact on community learners will now take place, with spin off benefits to many more people."



**NL Pensioners' Association
Friendly Fifty Plus Club Inc
"Reaching Out to Seniors" Program**

Healthy People Strong Communities





Lionel Kelland Hospice

"The funds we received from United Way NL helped with food insecurity amongst the Inuit Elders and Inuit with disabilities in Happy Valley-Goose Bay and Mud Lake. Food insecurity is a large issue in our region as the cost of food is so high due to living in the north and high cost of gas for transportation. In addition, many Elders can no longer fish and hunt for themselves."



Pet Safekeeping Program

"Lionel Kelland Hospice will be the first family-centered residential hospice right here in our province.

As a supporter of Lionel Kelland Hospice, United Way NL is helping to deliver optimal end-of-life care to the people of our province – to ease the burden of caregiving on families and ensure individuals experience final moments that are dignified and surrounded by the pain management and family supports they deserve."

Lionel Kelland Hospice will open in the fall of 2023.



**Max Winters' Memorial
Community Freezer**

"One story that really resonates with me is the story of Becca, who entered our care in October 2021. Becca's owner had to flee a life-threatening living situation, and sadly we were the only option to keep her pet safe. While Becca's owner lived in a shelter and searched for safe, animal friendly accommodations, Becca lived at our shelter.....after a period of 3 months in our care, they were finally able to be reunited. During her time with us, Becca, became quite the personable little dog, while no longer living in fear. Her owner was very thankful that while they were taking steps to protect their life, we were protecting their pet."

All That Kids Can Be





PREP Series Program

"One of the biggest outcomes from this years PREP Series was the benefit and importance of connection between peers with sight loss. Together these students discussed the social issues they have experienced as youth with disabilities; the challenges they have experienced with school, recreation, the workforce, and their hopes and dreams for their future."



"United Way NL's funding has played a crucial role in establishing STEMforGIRLS chapters in schools, empowering girls and gender diverse youth with confidence-building experiences, career information, and community connections essential for thriving in STEM."



"The impact of this funding will resonate for years to come as school chapters establish a sustainable pipeline of students benefiting from STEMforGIRLS programming throughout their junior high and high school journeys."

STEMforGIRLS Teach Outreach Program



Renewal Through Music Program

"CALOS supported 14 musicians with full and partial bursaries allowing them to fully participate in our 2022-2023 season. This allows Junior Orchestra and String Ensemble participation in the Kiwanis and Rotary Music Festivals and our Senior Orchestra to participate in Burry Heights Musical Overnight Retreat (free of charge) and Rotary Music Festival."

Mark Brown Community Builder Award

The Mark Brown Community Builder Award is a very special award for us, as it was created in honor of our founding chair, Mark Brown. Mark worked very hard to establish a United Way here in NL, and his perseverance and dedication to doing what was needed to achieve this goal is a true example of a community builder.

The Mark Brown Community Builder Award has always been awarded to an individual, however, this year's recipient is Noseworthy Chapman/Janes Noseworthy, a UWNL workplace partner and continuous supporter since 2005.



Noseworthy Chapman/Janes Noseworthy
Claire Martin (L), Collette Wilcott
UWNL BOD Rhonda Caldwell (R)



ExxonMobil - Amanda Poole (L)
UWNL BOD Rhonda Caldwell



TD Bank - Andrew Murumbi (R)
Tadiwa Muzvidziwa

Awards



National Defence - Jeffrey Payne (L)
Marie-Eve Brake, Christopher Kane
UWNL BOD Rhonda Caldwell (R)



CRA - Jonathan Collins (R)
Joseph Samson



Intact Insurance -
Jana Thorne (L)
UWNL BOD Rhonda Caldwell

Awards

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



**Canada Revenue
Agency**

**Outstanding support of the GCWCC
through special events**

ExxonMobil

**Outstanding corporate and
employee support**



**National Défense
Defence nationale**

**Doubling workplace
campaign performance**

[intact]

**Outstanding success of the
UWNL giving campaign**



Bank

Fiona relief recognition

Day of Caring 2022



Thank you to the 74 volunteers from:

CRA

Public Prosecution Service of Canada

Stewart McKelvey

Suncor

TechnipFMC

HR Project Partners

Crosbie Group



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.



CRA



TechnipFMC



CRA



HR Project Partners



CRA



Crosbie Group



Public
Prosecution
Service of
Canada



Stewart McKelvey



Suncor

2022 WORKPLACE COMMUNITY ACTIVITIES

55

Participating
Workplaces

34

Federal
Government
Departments

100+

Workplace
Volunteers

330

First Time
Donors

Impact Speakers

We want to give a special thanks to the impact speakers who joined us at a variety of workplace kick-offs over the fall of 2022. Having them join us and share their stories with our workplace partners is an amazing way to show our supporters the impact of their donations! Thank you for helping to make the workplace campaigns successful.

Natasha Reddigan – SPCA St. John's

Vanessa Bambrick – REAL Program

Sonya Smith – Single Parent Association NL

Erin Collett – Candlelighters Association NL

Andrew Holm – The Gathering Place

Maureen Lymburner – Home Again Furniture Bank

Brooks Roche – Diabetes Canada (HealthPartners)

Sandra Hubbard-LeBlanc – Alzheimers Society (HealthPartners)

Jalee Pelissier – Muscular Dystrophy (HealthPartners)

Our Workplace Supporters



We would also like to recognize our individual supporters (those not affiliated with a workplace campaign)

Ryan Belbin
Katherine Bertram
Christian Brouillard
Jennifer Bryan
Matthew Cox

Kathleen Day
Terry Fenton
Geoff Goodyear
Jim Hewitt
Gus Lundrigan
Shaun Maclean

John Martin
Margaret Miller
Peter Munro
Mike Newman
Frank O'Dea
Shauna Quinlan

Mathieu Rochfort
Douglas Smith
Susan Squires
Douglas Stamp
Robin Stevens
Dianne Taylor Harding

100% Local Love



We are proud to have a unique and wonderful partnership with the SJPA whereby they've committed to donating a portion of their annual operating income to UWNL. This ensures that together, we are investing in our communities, where the need is the greatest. Thank you to everyone at the St. John's Port Authority!



Apart from being very immersed in helping the community through a variety of initiatives, HRPP has also been a supporter of UWNL since 2016. From being involved in our Board of Directors, Sub Committees and active Day of Caring participants, HRPP has also been a committed financial contributor to our mission and mandate. Thank you HR Project Partners for your unwavering support.



Noseworthy Chapman/Janes Noseworthy is one of the original workplace partners to join the UWNL Family. Having not only supported our cause through workplace giving and corporate support, they also have had members of their team sit on our Board of Directors over the years. The team at NC/JN have steadily been there for us, and we are truly appreciative of their support! Thank You!

2022 Leadership Honor Role

Donations of \$1200+ Annually

By making a donation of \$1200 or more to UWNL, Leadership Donors are setting a powerful example of creating change and demonstrating their commitment to ensuring our communities are vibrant, safe and inclusive places to live and work. Thank you for your leadership giving.

Kebin Alexander
Mike Alexander
Margot P. Bruce-O'Connell
& Brian O'Connell
Chris Devereaux
Craig Dowden
Marsha Drover
Paul and Janet Durdle
Stephen Edwards
Lydia Evequoz
Katrina Fisher
Douglas & Danette Goodridge
Karen Harding
Jim Hewitt

Denise Hodder
Steve Hogan
Catherine Hollahan
Dean Holloway
David Howe
Grant Hughes
Karen Kelly
Brian Lee
Marissa Maw
Melanie Maynard
Heather McAllister
Margaret Miller
Ryan Noseworthy
Sandra Park

Jacqueline Pottle
GJ Putt
Glen Ryan
Danielle Simms
Mick Stevens
Micaela Streeter
Chris Studnicki-Gizbert
Sherry Walsh
Penny Wareham
Sheila L. Webber
Joan Woodrow



The Government of Canada Workplace Charitable Campaign (GCWCC)

The GCWCC is a unique opportunity for Public Service employees to give back to their communities. UWNL acts as the local manager for the campaign and are co-recipients of their support along with HealthPartners. Thank you to each department for your support of the 2022 GCWCC campaign.

Atlantic Canada Opportunities Agency
Canada Border Services Agency
Canada Energy Regulator
Canada Revenue Agency
Canadian Coast Guard
Canadian Food Inspection Agency
Canadian Heritage
Citizenship and Immigration Canada
Correctional Services Canada
Defence Construction Canada
Environment Canada
Federal Services Retirees
Finance Canada
Fisheries and Oceans Canada
Global Affairs Canada
Health Canada

Impact Assessment Agency Canada
Innovation, Science and Economic Development
National Defence
National Film Board of Canada
National Research Council
Natural Resources Canada
Parks Canada
Public Health Agency of Canada
Public Safety Canada
Public Services and Procurement Canada
Royal Canadian Mounted Police
Service Canada
Shared Services Canada
Social Research and Demonstration (National)
Veterans Affairs Canada
Women and Gender Equality Canada National

I care
I give
It matters

J'y crois
Je donne
C'est important



Government of Canada Workplace Charitable Campaign
Campagne de charité en milieu de travail du gouvernement du Canada

Workplace Volunteers

Volunteers are the heart and soul of our campaign, and we can't do the work that we do without them. Thank you to each lead volunteer and the teams that help them make their United Way/GCWCC campaigns a success!



Lynette Carey
Lisa Gushue
Rebecca Bell
Dominic Mallett
Jonathan Collins
Jennifer Fitzpatrick
Candace Dominix
Lorrie Efford
Peter Halliday
Jennifer Fitzpatrick
Stephanie Day
Brenda Croke
Amanda Poole
Avery DeGroot
Margaret Diviney
Victoria Hartery
Jacqui Winter
Janessa Cole

Trevor Durdle
Alison Critch
Laura Monk
Trudy Strickland
Marie Eve Brake
Alicia Miller
Darlene Hunter
Curtis Gagnon
Kayla Hopkins
Helena Whiffin
Judith Melvin
Erin Murphy
Melissa Thomas
Leigh-Anne O'Neil
Tina Murphy
Adam Power
Mike Whitelock

Thank you for showing your Local Love!

**Change
starts
here.**





Thank you to UWNL for being a proud supporter of 211 NL. Their commitment and dedication in helping 211 take flight in our province is immeasurable.

This free and confidential information and referral service connects people to food, clothing, shelters, housing, childcare, recreation, sports, culture, health and wellness, mental health and addictions, various government programs and services, and so much more. It operates 24/7, 365 days a year, supporting over 150 languages. Indigenous Languages such as Inuktitut, Innu-Amun and Cree are among the languages 211 can support.

Over the past few months, we have been busy forming partnerships across the province and spreading the word on the amazing benefits that 211 NL has to offer. It is an open door to resources when they are needed most.

As Ellisa Sinnicks-House (Mental Health and Addictions Program Manager of Fonemed/811) states, "There is so much value in 211. We refer individuals all the time."

We look forward to another exciting year in paving the way for 211 NL to reach its full Potential. For more information visit www.nl.211.ca

Community Services Recovery Fund

The Community Services Recovery Fund was a one-time investment of \$400 million, by the Government of Canada to help Community Service Organizations adapt, modernize, and be better equipped to improve the efficacy, accessibility, and sustainability of the community services that they are providing through the pandemic recovery and beyond.

UWNL is proud to have worked with United Way Centraide Canada as part of the Community Services Recovery Fund. This fund was a collaboration between the Canadian Red Cross, Community Foundations of Canada, and United Way Centraide Canada to provide funding to Community Service Organizations, including non-profit organizations, Indigenous Governing Bodies, and Registered Charities located in Canada. The Community Services Recovery Fund responds to what Community Service Organizations need right now and supports organizations as they adapt to the long-term impacts of the pandemic.

FINANCIAL SUMMARY

YEAR END MARCH 31, 2023

WHERE THE MONEY CAME FROM:

Net Campaign Revenue	864,309
Federal Government Grants	50,736
211 NL Funding	8,107
Investment Income/Market Adjustments	15,592
Other	<u>14,690</u>
	<u>953,434</u>

WHERE THE MONEY WENT:

Community Fund Investments	395,500
Donor Directed Donations	216,810
United Way Canada	7,519
Resource Development and Administration	180,613
Community Programs and Services	<u>175,643</u>
	<u>976,086</u>

For our full financial statements, please visit our website:

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

Our People

Board of Directors



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



PAST CHAIR
Ryan Belbin
Lawyer
O'Dea Earle



PAST CHAIR
(Term ended
September 2022)
Owner/Principal
Consultant
HR Project Partners



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



DIRECTOR
Peggy Miller
Manager
Marketing &
Analysis
MUN



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
Cathy Wheeler-Walsh
Clinical Social Worker
Western Health



DIRECTOR
Geoff Goodyear
Helicopter Pilot (Ret)
Universal Helicopters



DIRECTOR
Inspector Andrew
Warren, Royal
Newfoundland
Constabulary



DIRECTOR
LeighAnne O'Neil
Manager
Administrative Services
Stewart McKelvey



United Way
Newfoundland
and Labrador

#LocalLove for over 17 years!

Lisa-Marie Fifield, Interim Executive Director & Director of Development & Donor Engagement

Katie Greene, Executive Director (Maternity Leave)

Nicole Eales, Director of Finance & General Operations

Kimberly Leonard, 211 NL Director of Community Engagement

Jan Grace, Administrative Coordinator

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@unitedwayNL

And visit our website at: unitedwaynl.ca