



United Way
Newfoundland
and Labrador

2024 -2025 ANUAL REPORT

April 1, 2024 - March 31, 2025



#LOCALLOVE



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.

We respectfully acknowledge Newfoundland and Labrador as the traditional territories of diverse Indigenous groups, and we acknowledge with respect the diverse histories and cultures of the Beothuk, Mi'kmaq, Innu, and Inuit of this province. As we open our hearts and minds to the past, we commit ourselves to working in a spirit of truth and reconciliation to make a better future for all.

A NOTE FROM OUR EXECUTIVE DIRECTOR

On behalf of myself and our Board Chair, Shaun Maclean, we are thrilled to share with you our 2024-2025 Community Report. This report is only made possible because you, our donors, volunteers and supporters, have entrusted us with your charitable giving. The pages that follow are a direct result of what happens when people come together for a common cause – to improve lives and build community by engaging individuals and mobilizing collective action. It is because of you, that we are continually working to make our Province a more safe, vibrant and inclusive place for everyone. A heartfelt and genuine Thank You goes to each and every person who contributed to make this past year one of impact. This year marked a renewed and deepened commitment to community engagement and collaboration.

We began with a board retreat focused on reaffirming our mission and aligning our strategic priorities with the evolving needs of the communities we serve. That spirit of connection carried through the year as we traveled across the province, meeting with community groups and leaders to share our work and explore new ways to support local initiatives. These conversations were instrumental in shaping our approach and strengthening our relationships on the ground.

The heartbeat of our organization, and one of the most tangible outcomes of our efforts is our Community Fund, whereby we facilitated the distribution of 42 grants to deserving community organizations with \$350,000. These grants empower groups to continue their vital work and address pressing local challenges. We also hosted our annual Day of Caring, which - thanks to Newfoundland's unpredictable weather - evolved into a full Week of Caring! Volunteers rolled up their sleeves to support projects that ranged from garden work at Daybreak Parent Child Centre, barn work at Rainbow Riders, painting at Bowering Park, cleanup at the SPCA, and so much more, demonstrating the power of collective action.

Collaboration remained a cornerstone of our work. Through our partnership with the local chapter of the International Association of Business Communicators, we worked together to provide charitable organizations with communications support, helping them amplify their impact and connect more effectively with their audiences. We also celebrated the generosity of our donors and the resilience of our community groups during a heartfelt community celebration, recognizing the shared effort that makes our work possible.

Beyond our local efforts, we engaged nationally by attending the United Way Centraide Canada conference, gaining insights and sharing best practices with peers from across the country. Ensuring that Newfoundland and Labrador has an ongoing presence within the network is important for not only consistency in our messaging as a movement, but to show the rest of Canada the great work that is happening right here at home. We also participated in community forums focused on seniors in the workforce, wellness fairs, and information sessions - ensuring our work remains informed, inclusive, and responsive to emerging needs.

This year has been a testament to what can be achieved when we listen, collaborate, and care deeply. We look forward to continuing that work into the next year and beyond.



Lisa-Marie Fifield, Executive Director

United Way Newfoundland and Labrador invests in programs, services and initiatives that fall within three key focus areas where the needs are greatest:

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.

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.

From Poverty to Possibility

Moving people out of poverty by meeting basic human needs (food, shelter, employment, supports).



UWNL 2025 Community Fund

Supporting 42 Local Organizations with \$350,000!

Association for New Canadians	Fresh Start Breakfast
Baccalieu Trail SPCA	Pet Food Bank
Boys & Girls Club Norris Arm	Helping Hands
Big Brothers & Big Sisters Eastern NL	Future 50
Botwood Interfaith Goodwill Centre	Healthy Choices, Healthy Communities
Burin Peninsula Health Care Foundation	Patient Comfort & Care
CNIB	Family Camp
Community Association of Virginia Park	Food Security Project - Community Pantry
Daybreak Parent Child Centre Association	Access to Critical Trauma Interventions
Easter Seals NL	Creative Expressions Music Program
Eating Disorder Foundation of NL	Emotion Focused Family Therapy Program
Environmental Education Commission	Camp Rainbow
First Step	Medical Travel Assistance
Gander & Area Food Bank (1991)	Christmas Hamper Project 2025
Gander Boys and Girls Club	Gander's Trailblazers
Home Again Furniture Bank	Furnishing Houses - Stabilizing Homes
John Howard Society NL	Rising Up
Kidney Foundation of Canada	Food Insecurity
Kids Help Phone	Resources Around Me
KidSport NL	KidSport Grant Program
Killick Hospice Care	The Hospice Thrift Project
Mi'kmaw Cultural Foundation	Roots of Resilience - Indigenous Early Literacy
Mokami Status of Women Council	Community Connect
NL Pensioners - Friendly 50+ Inc	From Food Insecurity to Hopeful
NL Pensioners - Gateway Seniors 50+ Club	Ongoing Outreach Program
O'Brien Farm Foundation	Farm to School Education Program
Rainbow Riders - Therapeutic Riding NL	Integration Through Equine Assisted Activities
Roots of Empathy	Building Empathy & Supporting Positive Wellbeing
School Lunch Program	School Lunch
Special Olympics NL	2025 Special Olympics Summer Games
St. John's Seventh-day Adventist Church	Food Hamper and Free Pantry Program
Stephenville Emergency Food Services	Raising the Bar on Food Safety
The Bowering Park Foundation	Expression Swing with Adaptive Seat
The City of St. John's	The REAL Program
The Pottle Centre	Bloom
Thrive CYN	Centreville Community Drop in and Food Program
TNL (Theatre NL)	Gros Morne Arts Education
Town of Forteau	Labrador Straits Regional Community Greenhouse
Town of L'Anse Au Loup	Strengthening our Communities
United for Literacy	Sustaining the Vitality of Indigenous Culture
WRDC	STEMforGIRLS
Youth 2000 Centre Corp	Community Youth, Leading the Way



United Way
Newfoundland
and Labrador

Community Fund 2025

Since 2005 UWNL has funded 856 community services and programs right here in Newfoundland and Labrador with a total of \$8,395,322.

In February 2025, UWNL received 92 funding applications with a total ask of \$2,112,231. 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 \$350,000 raised in 2024 to 42 programs and services in NL.

2025 Applications

Focus Area	# of Applications Received	Funds Requested	% of Total Fund Requested
All That Kids Can Be	27	\$ 661,301.00	31%
Poverty to Possibility	21	\$ 444,461.00	21%
Healthy People Strong Communities	45	\$ 1,006,469.00	48%
Total	93	\$ 2,112,231.00	100%

Of the 42 programs awarded funding:

14 - All That Kids Can Be

13 - From Poverty to Possibility

15 - Healthy People, Strong Communities

2024 CAMPAIGN

45 Workplace Supporters

34 Federal Government Departments

100+ Volunteers

468 First Time Donors

A history of funding requested:

2020 - \$1,438,620

2021 - \$2,041,268

2022 - \$2,480,895

2023 - \$1,916,360

2024 - \$1,940,234

2025 - \$2,112,231



2025 Community Fund Celebration





2024 Funding Highlights*

2887 people availed of extra food programs

(Plus over 10,000 pre-school, child and youth were provided breakfast and lunch with the School Lunch Association program)

287 children were sent to four summer camp programs:

**(Candlelighters, CNIB, Environmental Education
Commission & Manuel's River)**

**With UWNL funding, 150,000+ seniors now have
access to a new website with SeniorsNL**

**Approximately 9000 people enjoyed
Newfoundland Symphony Orchestra's concerts.
UWNL funding brought the NSO to people virtually, who
otherwise could not attend**

**Approximately 500 people had help feeding their pets with the
Baccalieu Trail's Pet Food Program**

**The Mi'Kmaq Cultural Foundation provided 158 Newfoundlanders
and Labradorians culturally appropriate literacy with their
"Indigenous Early Literacy Initiative" program**

**Approximately 4000 people enjoyed "Fun and Learning" at
the Champney's West Heritage Group Aquarium,
learning about local marine life**

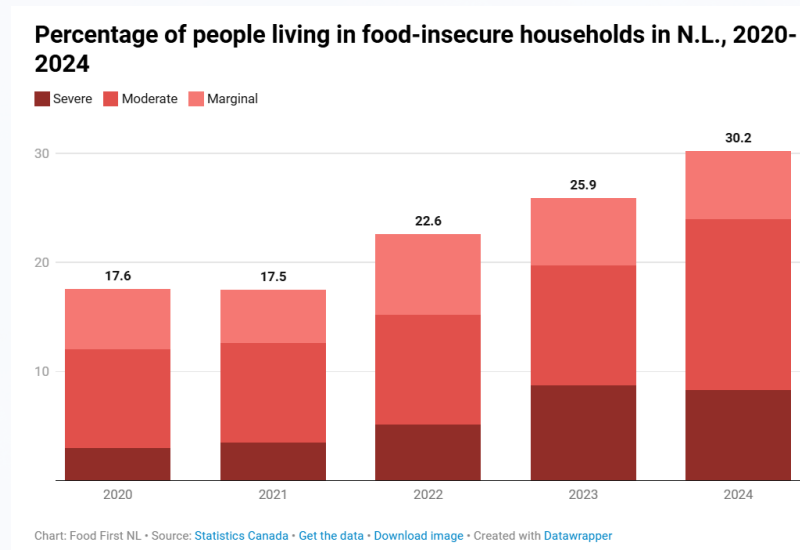
- Reporting for UWNL's 2025 funding will not be available until 2026, after programs have ended

Food Insecurity

Each year UWNL receives many applications that are food related. In Newfoundland and Labrador, approximately 40% of children live in food-insecure households, which means they may not have regular access to enough nutritious food. This is one of the highest rates of childhood food insecurity in Canada, and the situation has worsened in recent years, with food bank usage by children increasing significantly. - Google Search

The country's highest rate of child hunger felt in Newfoundland and Labrador classrooms:
More than half of all single-parent families in NL were food insecure last year.
CBC.ca - May 2025

For 2024, Statistics Canada reports that:
30.1% of people in Newfoundland and Labrador lived in a food-insecure household
(an increase from 26% in 2023).
That's 158,000 people (24,000 more than in the previous year).



**UWNL's 2025 Community Fund
supported \$85,262 in
food related programs.
(28.4% of total Community Fund)**

Helping Our Community



Intact Insurance - Volunteers at the Autism Society



Beverly Fisher was presented with The King Charles III Coronation Medal in honor of her mother, Frances Sweetland.



Burns-Wilcox Donated Back to School Supplies



Cummins Donated Bike Build for Wabanna BGC



Youth Skills Canada Volunteered at the Single Parent Association NL

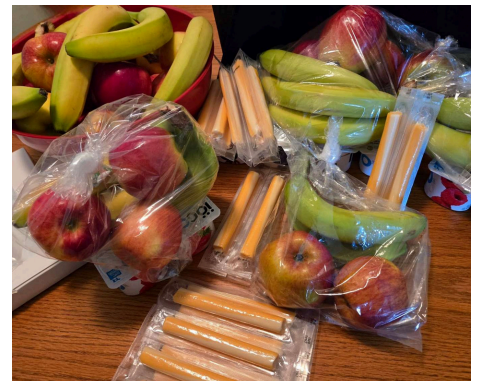


Intact Insurance Volunteered at the Single Parent Association NL



UWNL Staff Volunteering at ThriveCYN

2024 Commuunity Fund Programs in Action



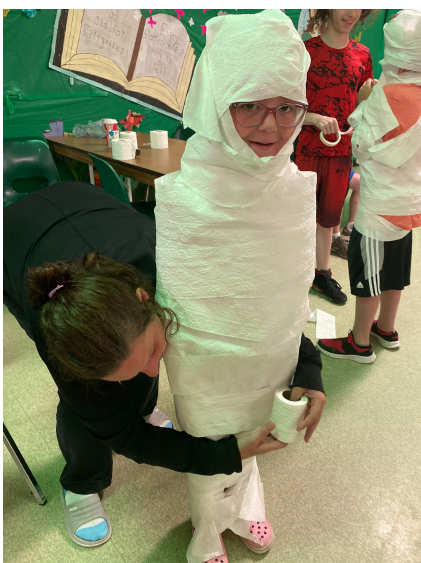
2024 Commuunity Fund Programs in Action



"As someone who has helped coordinate food purchases, prepare meals, and liaise with vendors and community partners, I've seen first-hand the incredible impact this program has had. The Fresh Start Breakfast Program isn't just about food - it's about dignity, community, and care. It eases financial pressure for families, supports students so they can focus on learning, and creates a warm, welcoming environment where everyone feels valued. Thousands of individuals have benefitted from this program over the past seven years, and I'm proud to have been part of a team that continues to show up, week after week, to ensure no one starts their day hungry." - *Norma Hatcher - ANC Staff member and program volunteer*



"My child has been attending Camp Rainbow since 2016. Each year, as soon as Spring hits, they start talking about plans to attend. It is their happy place. The friendship, the activities, the setting, the staff....and the food! They love it all. As a trans, autistic kid with ADHD they haven't always found the school year easy socially or academically, but Camp Rainbow is an excellent "reset" as they head into summer activities and put the troubles of school behind them. It is a lifechanging, lifesaving experience for our kids where they can be themselves, unbridled." - *Parent of Camp Rainbow attendee*



"Getting to camp this year has been our focus. As a Family. We have so many unknowns with the recent diagnosis our daughter is facing – and camp has always been very important part of our support system. Our friends from camp have been there for us from the onset of K's sight loss, which was only three years ago, these people have helped us every step of the way." - *CNIB Camp Mom*



Who You've Helped



Dear United Way Newfoundland and Labrador,

On behalf of Special Olympics Newfoundland and Labrador, thank you for your generous Silver Level sponsorship of the 2025 Provincial Summer Games.

Your support played a vital role in helping us deliver an inclusive, empowering, and unforgettable experience for our athletes. Sponsorships like yours are what make it possible for us to create opportunities that celebrate ability, achievement, and community.

We are truly grateful for your partnership and commitment to making a difference in the lives of individuals with an intellectual disability across the province.

With sincere appreciation,

SONL Head Office

Special Olympics Newfoundland and Labrador is dedicated to enriching the lives of Newfoundlanders and Labradorians with an intellectual disability through sport.

**Special
Olympics**
Newfoundland
& Labrador



Program: Environmental Education Commission Camp Rainbow – Trans Joy



"Camp can be a life changing event for many youth. In this project we are targeting a particularly vulnerable age group where having friends in your peer group is very important. Camp provides a perfect opportunity for friendships to grow while having fun. Many of the campers will come from financially challenging circumstances and would not have benefited from camp experience otherwise."

Donald Spencer, BOD, Environmental Education Commission



Program: CNIB - Family Camp

"Family camp connects families living with sight loss and creates important bonds that offer emotional support. Camp creates a close-knit extended family for our participants, and they stay in touch long after camp ends; supporting one another as they navigate raising a child with sight loss (and sometimes other disabilities)." *Amanda Halliday, Coordinator, Community Giving*

Students from John Burke Academy, Grand Bank, coding with Ozobots.



Students from Marystown Central High School participating in strawberry DNA extraction.



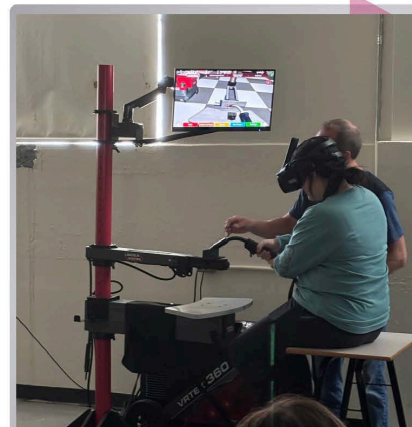
All programs are free of charge to students, and for use by educators, with club membership and school chapters open for junior high and high school students within the province. To ensure lasting connectivity, students are encouraged to remain members throughout junior high and high school, increasing their exposure to various STEM skills, education, and careers. Membership and teacher resources include themed monthly STEM resources, extensive role model interaction, and numerous career development components.

WRDC Educational Resource Centre

Program: Bridging the STEM Gap in Rural Communities

STEMforGIRLS programs engage students in hands-on learning experiences, provide opportunities to interact with role models, and instill the knowledge and confidence required to make informed career choices.

These career development programs are delivered through a virtual classroom, community/school chapters, and pop-up in-person events. Students have opportunities to engage through multiple delivery mediums, which increases the sense of community across the province, accessibility for those with barriers to some forms of engagement, and reach to include rural and remote areas.



Students from both Marystown Central High School and John Burke Academy touring the CNA Burin Campus and participating in virtual welding simulators and electrical wiring techniques.



Impact Speakers

Charities:

Stacey Hoffe – Mokami Status of Women
Bonnie James – Buckmaster's Circle
Kimberley Hart – CNIB
Dalena Skinner – Buckmaster's Circle
Amanda Halliday – CNIB
Jim Crockwell – McSheffrey Resource Centre
Natashia Reddigan – SPCA
Leo Etchegary – ANC
Jennifer Tarrant – SPANL
Julie Power – BBBS

Health Partners:

Tracy Slaney
Brock Carlton
Allan Smofsky
Shannon Bayluk
Linda Mills
Julie Booker
Timothy Kerr

*Thank You to our Impact Speakers
and Volunteers!*

Workplace Volunteers

CRA: Krystal Morgan, Krista Silver, Penny Lane
DFO: Yolanda Lawlor
Intact: Jana Thorne, Jennifer Coady, Joanne Coady, Ana Koren
Exxon: Kelly Conway, Sean Lannon
Costco: Brenda Croke, Stephanie Day
BMO: Heather Woodfine
Service Canada: Melissa Thomas, Erin Murphy
NL Hydro: Diane Martin, Janine McCarthy
HRPP: Jacqui Bailey, Janessa Cole, Gurwinder Kaur
ACOA: Lisa Cook, Lisa Gushue
PSPC: Helena Whiffen, Kayla Hopkins
National Defense: Orlando Lewis
Coast Guard: Brian Mercer
Atlantic Lottery: Lindsay Meekins
Noseworthy Chapman: Peggy Lewis, Alicia Stone
Toromont Cat: Rudi Smith, Bernadette Cantwell, Valerie Cornick
Technip: Ruth Graham, Greg Vineham
Agriculture Agrifood: Kerri Bowering
Cima+: Melinda Elms
McInnes Cooper: Hayley Dalton
GHD: Katherine Hanlon-Wadman
Saputo: Steven Green
Cummins: Shane Newman

2024 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.

Stephen Edwards
Duncan Fitzpatrick
Mr. Dave A. Howe
Daniel G. Jubainville
Glen Ryan
Elizabeth Beckett

Kimberley Pearce
Dale Groves
Keith G. Pike
Aaron Bolt
Robert Paul Barron
Chelsea Nofall

Douglas N. Goodridge
Troy Stanley
Karen Kelly
Matthew A. Deveau
Alex Legge
(Plus 30 anonymous donors)

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 2024 GCWCC campaign.

Agriculture and Agri-food Canada
Atlantic Canada Opportunities Agency
Canada Border Services Agency
Canada Revenue Agency
Canadian Coast Guard
Canadian Food Inspection Agency
Canadian Heritage
Canadian Nuclear Safety Commission
Correctional Service Canada
Defence Construction Canada
Emergency Preparedness Canada
Employment and Social Development
Environment Canada
Federal Service Retirees
Fisheries and Oceans Canada
Global Affairs Canada International
Health Canada

Immigration, Refugees and Citizenship Canada
Impact Assessment Agency of Canada
Indigenous Services Canada
Innovation, Science and Economic Development
National Defence
National Film Board of Canada
National Research Council
Natural Resources Canada
Parks Canada
Privy Council Office
Public Health Agency of Canada
Public Prosecution Service of Canada
Public Services and Procurement Canada
Royal Canadian Mounted Police
Service Canada
Shared Services Canada
Veterans Affairs Canada



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

Our Supporters

\$150,000+

ExxonMobil

\$45,000 – \$100,000



\$21,000 – \$40,000



\$10,000 – \$20,000



Other Corporate Supporters



Deloitte.

cenovus
ENERGY

co-operators



RICOH
imagine. change.



Saputo



I care
#iGive
It matters

J'y crois
#jeDonne
C'est important



Government of Canada Workplace Charitable Campaign

Campagne de charité en milieu de travail du gouvernement du Canada

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

Shaun MacLean
James Greene
Melanie McCarthy
Robin Stevens

Susan Squires
Geoff Goodyear
Margaret L. Miller
Frank O'Dea

Renee Jones
Douglas Smith
Trevor Brown
Gus Lundrigan



Day of Caring 2024

United Way NL's Day of Caring is held in June of each year and is an important day for our charities and our workplace volunteers. The charities identify a need and our workplace volunteers step up to help fill that need!

Some of the activities our volunteers help with are:

- Special event support for an agency partner (e.g., community barbeque)
- Revitalize an agency by cleaning, organizing supplies, or painting
- Landscape or prepare a community garden for planting
- Build or repair shelving, benches, or a fence

Day of Caring 2024 sponsored by
Royal Bank of Canada and
Maple Leaf Foods
110 volunteers at 17 charities

Our Workplace Volunteers:

Atlantic Lottery Corp
Canada Revenue Agency
HR Project Partners
NL Hydro
RBC
Stewart McKelvey
Suncor
TechnipFMC

Charities

Bowering Park Foundation
Buckmaster Circle Community Centre
Craft Council
Daybreak Child Centre
Easter Seals NL
Eating Disorder Foundation NL
Froude Avenue Community Centre
Holy Cross Parish
Iris Kirby House
Manuel's River Community Inc
MUN Botanical Gardens
Quidi Vidi/Rennies River Development Foundation
Rainbow Riders
SPCA
Status of Women Council
St. John's Women's Centre
Stella's Circle

Day of Caring



Stewart McKelvey at Manual's River



CRA at Buckmaster's Circle



Day of Caring



CRA at Iris Kirby House



NL Hydro at the Fluvarium



NL Hydro at Stella's Circle



NL Hydro at Craft Council



NL Hydro at Botanical Gardens

Day of Caring



RBC at St. John's Women's Centre



CRA at SPCA



Suncor at Bowering Park



Suncor at Rainbow Riders



Day of Caring



TechnipFMC at Daybreak



TechnipFMC at Easter Seals



**NL Hydro at
Holy Cross Parish**



**To our Workplace
Volunteers for a
fantastic Day of
Caring!**

Workplace Partner Spotlight



Every year, the Association of Fundraising Professionals NL Chapter, invites nominations for Philanthropist of the Year. This year, we were proud to nominate ExxonMobil Canada for their tremendous support to United Way Newfoundland and Labrador. We were thrilled when we were advised that they were the winners! ***Congrats ExxonMobil Canada!***

For 20 years, ExxonMobil Canada has been an extraordinary pillar of support for United Way Newfoundland and Labrador. From the very beginning, they saw value in the work that is done by United Way and recognized how we could work together to make a positive impact on the communities of Newfoundland and Labrador. By providing seed funding to help bring our chapter to existence here in 2004, they have enabled our organization to grow into a fully provincial entity that supports people from all over Newfoundland and Labrador.

They have woven the spirit of philanthropy into their workplace culture, hosting an annual United Way Newfoundland and Labrador Giving Campaign each fall. Their team has consistently gone above and beyond to make their campaigns a roaring success, and always ensure to have fun while doing so. In the past 20 years, ExxonMobil has donated \$4 Million through their United Way Newfoundland and Labrador giving campaigns! This is an outstanding achievement and a testament to the tremendous role they have played in helping us to fulfil our mission – to improve lives and build community.

ExxonMobil has not only facilitated exceptional charitable efforts but has also built a lasting relationship with our organization, based on trust and mutual respect. Thank you, ExxonMobil Canada for being a true community partner, and for showing your commitment to helping Newfoundland and Labrador be a great place for everyone.



Josh McLearn
Business Validation Officer
Canada Revenue Agency

CRA Loaned Representative

In 2024, we welcomed Joshua McLearn to our team as our loaned representative. The Canada Revenue Agency has been generous in providing us with one of their staff who will work with us at the UWNL office for 14 weeks. Josh brought a smile to the office everyday, a can-do attitude, and was ready to help in any way needed! Thank you Josh for your time with us.



The 211 NL database contains 1,388 programs and services, available through 656 organizations. 65 organizations are maintained through our partnership with Food First NL and SeniorsNL, and 153 through other 211s in Canada.

Top 4 Identified Needs

- 64% emergency food, food banks, outlets, meals
- 11% emergency shelter, housing, rent payment assistance
- 9% health care referrals/medical information
- 4.2% talk lines/warm lines

HELP STARTS HERE
Dial 2-1-1 or visit 211.ca



Total Contacts to Date
15,058



Total Website Views to Date
183,339

Top Searches



Food Security



Housing/Shelter



Mental Health

Top Referrals

- Food Banks, Emergency Food, Grocery Ordering/Delivery
- Physician Referrals, Medical
- Homeless Shelter, Housing Search Assistance
- Mental Health Crisis Intervention Hotlines / Helplines
- Crisis Intervention Hotlines/Helplines

Meet The Board 2024 -2025



CHAIR
Shaun MacLean
Chief Operations Office
NunatuKavut



DIRECTOR
Lindsey Hynes,
Manager, Vibrant
Communities,
Community Sector
Council



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



DIRECTOR
Danny Hong
Labour Relations
Advisor
Canada Revenue
Agency



DIRECTOR
Inspector Andrew Warren
Royal Newfoundland
Constabulary



DIRECTOR
Simone Lilly
Director of
Community
Investment, End
Homelessness



DIRECTOR
LeighAnne O'Neill
CEO
Saltwater Collective



DIRECTOR
Curtis Whelan
Project Assurance
Manager
Growler Energy



DIRECTOR
Karen Andrews
Consultant



DIRECTOR
Realtor
Rhonda Caldwell
RE/MAX Realty
Specialists

FINANCIAL SUMMARY

YEAR END MARCH 31, 2025

WHERE THE MONEY CAME FROM

Net Campaign Revenue	805,216
Federal Government Grants	19,425
211 Funding	23,773
Investment Income	55,606
Other	<u>12,855</u>
	1,216,875

WHERE THE MONEY WENT

Community Fund Investments	350,001
Donor Directed Donations	172,741
211 Program Delivery	298,180
Resource Development & Administration	154,996
Community Programs & Services	181,976
United Way Canada	<u>8,753</u>
	1,166,646

For our full financial statements, please visit our website:
<https://www.unitedwaynl.ca/about-us/reports-and-financials/>

A DONOR BILL OF RIGHTS

DEVELOPED BY:



Association of Fundraising
Professionals (AFP)



Association for Healthcare
Philanthropy (AHP)



Council for Advancement and
Support of Education (CASE)



Giving Institute: Leading
Consultants to Non-Profits

PHILANTHROPY is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

I

To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.

II

To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.

III

To have access to the organization's most recent financial statements.

IV

To be assured their gifts will be used for the purposes for which they were given.

V

To receive appropriate acknowledgement and recognition.

VI

To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.

VII

To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

VIII

To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

IX

To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

X

To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.



United Way
Newfoundland
and Labrador

#LocalLove Since 2004

Lisa-Marie Fifield, Executive Director

Nicole Eales, Director Finance & Operations

Amy Palmer, Relationship & Development Officer

Jan Grace, Administrative Coordinator

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@unitedwayNL

And visit our website at: unitedwaynl.ca