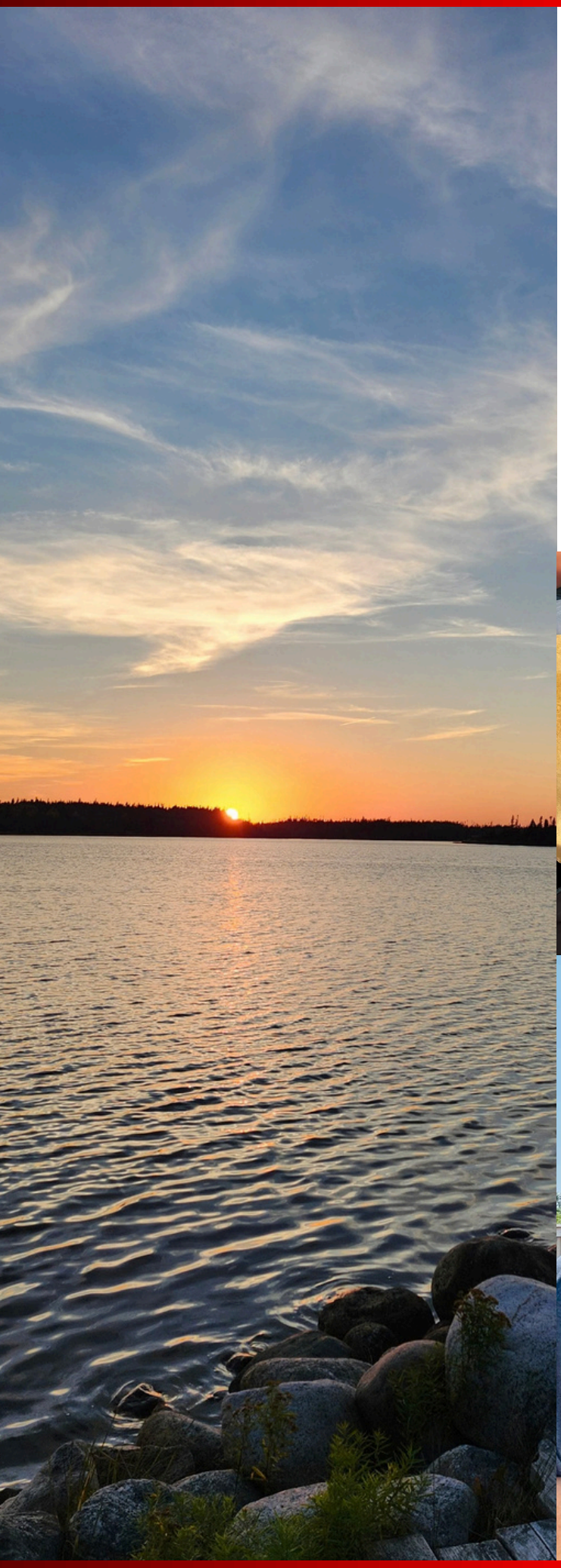
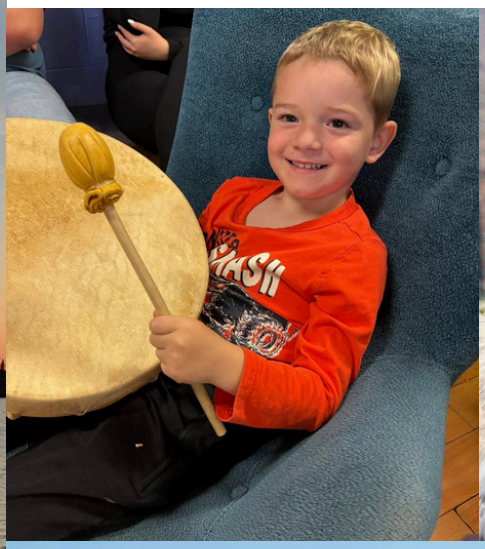


United Way
Newfoundland
and Labrador

2025-2026
Community Report
April 1, 2025 - March 31, 2026







About United Way Newfoundland and Labrador

Our Mission

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

Our Vision

A Newfoundland and Labrador where everyone has the opportunity to reach their full potential.

Our Values

In everything we do, we are guided by our core values of trust, integrity, respect, inclusivity, and transparency.

Our Impact

United Way Newfoundland and Labrador works to create sustainable change that not only helps people improve their lives, but also results in stronger, more resilient communities. Through donations from the community, we invest in programs and services that help move people from poverty to possibility, help our children and youth reach their full potential, and ensure our communities are healthy, safe and vibrant places for everyone.

Our Focus Areas:

All That Kids Can Be

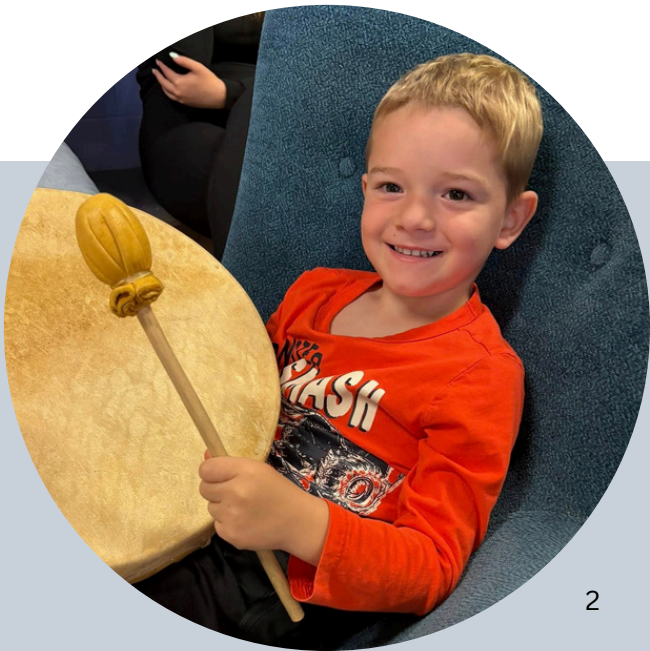
Providing youth with access to early literacy and development programs, recreational activities, mentors and other opportunities to discover and develop their talents and interests as they progress through school and into adulthood.

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).



A NOTE FROM OUR EXECUTIVE DIRECTOR

On behalf of the Board of Directors and myself, I am pleased to share United Way Newfoundland and Labrador's 2025-2026 Community Report. This past year demonstrated what is possible when people come together to support one another. Every success highlighted in this report was made possible by the generosity, dedication, and commitment of our donors, volunteers, workplaces, partners, and community organizations. Your support continues to help ensure that people across Newfoundland and Labrador can access the services, programs, and opportunities they need to thrive.

Like many organizations in our sector, we have navigated an increasingly challenging funding environment. Through conversations with community partners across the province, we heard a common concern: organizations are being asked to do more with less while piecing together funding from multiple sources. In response, we refined our 2026 Community Fund approach, prioritizing full grant awards wherever possible to provide recipients with greater stability and capacity to make a meaningful impact. We also strengthened our outreach efforts in Labrador West, helping expand access to funding opportunities and fostering stronger relationships in historically underrepresented communities.

We continued to advance 211 Newfoundland and Labrador, working closely with government partners, investing in dedicated outreach capacity, and collaborating with 211 leaders across Canada to strengthen and grow this vital service. We were also proud to represent Newfoundland and Labrador at the United Way Centraide Canada National Conference, bringing home new ideas, best practices, and insights that will help strengthen our work here at home.

This year, United Way Newfoundland and Labrador was honoured to participate in the first Good Governance Program developed by United Way Centraide Canada. The program provided valuable learning opportunities for both our Board and executive leadership, helping strengthen governance practices and organizational effectiveness. While we are proudly and uniquely Newfoundland and Labrador's United Way, we are also supported by a national network of colleagues from coast to coast who provide expertise, guidance, and shared learning as we navigate challenges and pursue opportunities.

As we look ahead, we remain committed to listening, learning, and working alongside communities throughout our province. Together, we will continue building a stronger, more connected Newfoundland and Labrador where everyone has the opportunity to belong, contribute, and thrive.

Thank you for being part of this work and for helping create lasting change in communities across our province. As they say, it takes a village. A profound thank you to everyone who is a part of ours.

With gratitude,

Lisa-Marie Fifield

Executive Director



UWNL 2026 Community Fund

Supporting 29 Local Organizations with $350,270!

Arts and Aging Network $8,800 Rural Intergenerational Program

BGC St. John's $10,000 Warm Bellies Program

Bridges to Hope $33,000 Growing Futures Pilot

Champney's West Heritage Group $6,765 Marine Biologist for the Day

Daybreak Parent Child Centre $23,050 Building Futures

First Step $10,000 Emergency Medical Travel Assistance

Home Again Furniture Bank $20,000 Every Child Deserves a Bed

Hope Haven $10,000 Personal Hygiene Product Program

Jimmy Pratt Memorial Outreach Centre $20,000 Friday Opportunity Lunch

John Howard Society $7,354 West Bridge House

Kidney Foundation of Canada $5,000 Food Insecurity NL Kidney Community

KidSport NL $6,000 Ongoing Programming

Mi'Kmaw Cultural Foundation $25,000 Roots of Resilience

NL Pensioners Lawn 50+ Club $6,318 Comfort and Connections

NL Pensioners Port Aux Basques $3,000 Ongoing Outreach Program

NL Pensioners Point Leamington $2,500 Healthy Eating for Seniors

NL Pensioners Twin Cities $10,000 Lunch n' Learns

O'Brien Farm Foundation $16,000 Gateway Gardens

Planned Parenthood NL $45,000 Community Wellness & Harm Reduction

Rabbittown Learners Program $14,300 Pathways to Success

Rainbow Riders $13,650 Rookie Riders

School Lunch Association $15,556 Continued Programming

South and Central Health Foundation $4,768 Hope Valley Youth Treatment Centre Music Centre

SPCA NL $10,000 Pet Safekeeping Program

SPCA Bay of Islands $2,500 Paws Up

SPCA Baccalieu Trail $2,625 Helping Paws Pantry

Stephenville Emergency Food Services $11,084 Removing Hidden Barriers

Town of L'Anse Au Loup $3,000 Strengthen Our Communities

Town of Leading Tickles $5,000 Thanksgiving Food Hamper Project

** Reporting for the outcomes of the 2026 Community Fund grants will be available in 2027, once programs are completed.*



Day of Caring

Our annual Day of Caring is one of our favourite days at United Way Newfoundland and Labrador.
In 2025, this giant day of volunteerism was sponsored in part by RBC and Maple Leaf Foods. Thank you for playing a significant role in making our day a success!

ABOUT THE DAY

The United Way Day of Caring is an annual event that we look forward to every year! We pair our workplace partners with local charities who need some help with tasks at their organizations. From gardening and painting, to sorting school supplies and books, or even preparing meals, volunteers get to see firsthand how their support is making a difference, and learn more about what's happening their community.





We are very lucky to have a great relationship with one of Newfoundland and Labrador's biggest celebrities - The Maple Leaf Big Stick! Folks were greeted by him at the Kenmount Terrace Community Centre, where we started the day with a delicious breakfast prepared by our very own Nicole, supported by long time volunteer (and former board member) Peggy Miller, and a team from CRA, including Krista Silver, Margaret Carew, and Danny Hong (who happens to also be one of our board members!)

121 VOLUNTEERS **10 WORKPLACES** **15 CHARITIES**

THANK YOU TO THE FOLLOWING TEAMS!

intact · Canada Revenue Agency · intact INSURANCE · TechnipFMC · HR Project Partners · Stewart McKelvey LAWYERS • AVOCATS · ExxonMobil · Service Canada · RBC





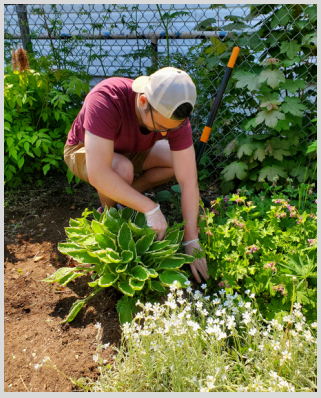

SHOW YOUR LOCAL LOVE
WHERE YOU LIVE
Day of Caring




Day of Caring


WHERE YOU LIVE
Day of Caring




United Way
Day of Caring™




Community Fund Impact - 2025 at a glance

The United Way Community Fund is the heart and soul of our Organization, and where we make the greatest impact here in Newfoundland and Labrador. Dollars directed to the Community Fund are reinvested back in to vital programs and services that ensure everyone has the opportunity to thrive. In 2025, $350,000 was distributed to organizations to help them ensure they can continue to support those who need it most.

$350,000 in Community Fund Grants

42 Organizations province wide

150,000+ lives directly impacted



Avalon/Eastern Region: $130,639
Central Region $55,832
Western Region $22,500
Labrador Region $45,200
Province Wide: $95,829

- 33% supported children and youth
- 31% supported poverty initiatives
- 35% supported healthy and strong communities

3,800 children and youth were supported through camps, nutritious snacks, and programs that helped them learn, grow, and thrive.

4,262 people were supported through programs and services that helped alleviate the impacts of poverty and financial hardship.

63,871 individuals were connected to vital community supports and services that strengthened well-being, resilience, and belonging.

Healthy People, Strong Communities

Rainbow Riders NL

Rainbow Connections



Rainbow Connections program is designed to support new Canadian families in their integration journey. Many times these families come from trauma, are scared, unsure and feeling the complex emotions of a life left behind, and a new one ahead. The program is simple, but powerful. Through guided equestrian activities, children from new Canadian families build trust with the horses, with the people around them, and the place they now call home. Children become more relaxed, more socially engaged, and begin using playtime to learn new words, colors, and emotions.

This is more than a program. It is a soft landing. A place where language barriers fade, where trauma begins to loosen its grip, and where the journey of belonging quietly begins—one gentle hoofstep at a time.

Community Fund Spotlight

All That Kids Can Be



MI'KMAW CULTURAL FOUNDATION

Mi'Kmaw Cultural Foundation

Roots of Resilience: Building Literacy, Identity, and Connection

For Indigenous children across Newfoundland and Labrador, the Roots of Resilience program is helping build more than literacy skills. Through books that reflect Mi'kmaw and Indigenous cultures, histories, languages, and traditions, children are seeing themselves in the stories they read and developing a stronger sense of identity, confidence, and belonging.

The impact reaches far beyond the page. Families are reading together, parents are becoming more engaged in their children's learning, and Elders are sharing stories and cultural knowledge with younger generations. These moments are strengthening connections between generations while fostering a lifelong love of learning.

"Seeing children light up when they recognize Mi'kmaw words or hear stories about their own culture is powerful. They're not just learning to read, they're learning who they are."

By nurturing both literacy and cultural pride, Roots of Resilience is helping Indigenous children build the skills, confidence, and connections they need to thrive while ensuring culture, language, and stories continue to be shared for generations to come.

Community Fund Spotlight

From Poverty to Possibility

Mokami Status of Women

Community Connect

Mokami Status of Women Council works alongside women and gender-diverse people in Happy Valley-Goose Bay to advance safety, well-being, and gender equity. Through Community Connect, individuals can access essential services without transportation barriers standing in the way. By improving access, the program fosters independence, strengthens community connections, and helps people get the support they need to thrive.



Gander and Area Food Bank

Christmas Hamper Project

Grassroots organizations are the backbone of communities across our vast province, and the Gander and Area Food Bank is a shining example. Working year-round to ensure individuals and families have access to healthy, nutritious food, the food bank continues to face growing demand as food costs rise. Funding from United Way Newfoundland and Labrador helped the organization get an early start on its 2025 Christmas Hamper Program without diverting resources from essential day-to-day operations. With volunteers coming together to assemble hampers, the initiative showcased the power of community and demonstrated what can be achieved when people unite to support one another.

STAPLES BACK TO SCHOOL DRIVE



Staples Canada has partnered with United Way Chapters across Canada for their "Back to School Supply Drive", held in August. In 2025, Staples stores in Newfoundland and Labrador collected over $12,000! These funds were distributed to a variety of organizations all over Newfoundland and Labrador, to help offset the rising cost of purchasing back to school supplies.
Thank you Staples for your tremendous support!



Thank you
to each and every one of our supporters.

Whether it was a workplace campaign, a corporate donation, an in-kind gesture, or volunteering, your support has played a role in making our communities a better place for everyone!

41 Workplaces
28 Government Departments

$350,270
in community fund grants

$219,962
in donor directed gifts

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

Canada Revenue Agency
Service Canada
Department of Fisheries and Oceans
Canadian Coast Guard
Federal Service Retirees
Atlantic Canada Opportunities Agency
Public Services and Procurement Canada

Environment Canada
Parks Canada
National Defence
Candian Food Inspection Agencey
Public Health Agency of Canada
Innovation, Science and Economic Development
Impact Assessment Agency of Canada

Defence Construction Canada
Veterans Affairs CAnada
Royal Canadian Mounted Police
Shared Services Canada
Canadian Heritage
Canada Border Services Agency
Transport Canada

Health Canada
Privy Council Office
National Research Council
Natural Resources Canada
Correctional Services Canada
Global Affairs Canada
Agriculture and Agri-food Canada

211 Newfoundland and Labrador

When people don't know where to turn, 211 NL is there.

Available 24 hours a day, 7 days a week, 365 days a year, with the ability to accommodate over 150 languages, 211 connects Newfoundlanders and Labradorians with community, government, health, and social services through a simple phone call, text, chat, or online search. More than an information line, 211 is a critical entry point to the supports people need to navigate life's challenges. As a trusted, province-wide service, helping to ensure residents can access the right support before challenges escalate into crises, it reduces pressure on health care, emergency services, and other public systems.

In 2025, 211 NL continued to play an essential role in strengthening community well-being across the province. Since launching in 2020, the service has responded to thousands of callers and provided over 10,845 referrals to community and government programs. **Over the course of the last year, contacts have increased by 17%.** More than half of all referrals were related to basic needs such as food, housing, and utilities, highlighting the growing demand for services that help individuals and families meet their most fundamental needs.

The data collected through 211 NL provides a real-time snapshot of the challenges facing Newfoundlanders and Labradorians, with the top identified needs being:



1. **Food Security**



2. **Housing /Shelter**



3. **Mental health Supports**

Every call represents a person looking for help, answers, or hope. Whether connecting someone to emergency food, housing supports, mental health services, or assistance for seniors, 211 NL ensures no one has to navigate complex systems alone. Through strong partnerships and sustained government support, 211 NL continues to build healthier, more resilient communities across Newfoundland and Labrador.

Meet our 2025 Board of Directors



Board Chair
Shaun Maclean
Departed July 2025



Board Chair
Simone Lilly



Vice Chair
Lindsey Hynes



Past Chair
Douglas Pawson



Secretary
Curtis Whelan



Treasurer
Clarissa McMahon



Director
Andrew Warren



Director
Danny Hong



Director
Stanley Oliver



Director
Valerie Garcia



Director
Karen Andrews



Director
LeighAnne O'Neil
Departed December 2025



Our 2025 Staff Team

L-R Back: Trevor Freeborn - 211 Partnerships and Outreach; Janet Grace - Administrator

L-R Front: Nicole Eales, Director of Finance & Operations; Amy Palmer - Relationship and Development Officer; Lisa-Marie Fifield, Executive Director

United Way
Newfoundland
and Labrador

FINANCIAL SUMMARY

YEAR END MARCH 31, 2026

Where the funds came from	
Net Campaign Revenue	796,092
211 Funding	391,227
Investment Income	47,105
Other	13,913
	1,248,337
Where the funds went	
Community Fund Investments	350,270
Donor Directed Donations	218,962
211 Program Delivery	316,219
Resource Development and Administration	152,145
Community Programs and Services	222,611
United Way Canada	9,906
	1,270,113

Full financial statements are available at unitedwaynl.ca

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.

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United Way
Newfoundland
and Labrador

#LocalLove
Since 2004

Lisa-Marie Fifield, Executive Director

Nicole Eales, Director Finance & Operations

Jon Brown, Business Development and Partnership Coordinator

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