



**United Way**  
Newfoundland  
and Labrador



ANNUAL


**UNITED WAY NL  
COMMUNITY  
REPORT**

**2023-2024**

April 1, 2023 - March 31, 2024

**#LOCALLOVE**





We cannot seek achievement for ourselves and forget about progress and prosperity for our community... Our ambitions must be broad enough to include the aspirations and needs of others, for their sakes and for our own.

Cesar Chavez

## 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 AND BOARD CHAIR

We are thrilled to share with you our 2023-2024 Community Report, highlighting some of the key accomplishments for United Way Newfoundland and Labrador. None of what we do is possible without the support of our donors and volunteers, so I would like to start this note with heartfelt thanks and gratitude for all of you, and your continued trust in our mission and our work.

We started off the new year by distributing over \$1.4 Million dollars to community groups here in Newfoundland and Labrador via the Federal Government's Community Services Recovery Fund (CSRF). With a goal to help build resiliency and capacity in the non-profit sector after gaps were identified during COVID-19, United Ways across Canada, along with the Red Cross and Community Foundation of Canada were chosen as administrators of this fund. This partnership saw our chapter distribute CSRF funding right here at home, allowing organizations to rebuild and enhance their services.

Our Community Fund disbursements this year were \$384,918, which supported 41 programs and services from St. John's to Leading Tickles, from Corner Brook to the Northern Peninsula, and all the way into Labrador. There is a lot of amazing work happening in this province, and we are truly proud to support the many organizations facilitating this work.

We also continued to work on the growth and support of 211 in Newfoundland and Labrador. 211 is a free, confidential three-digit number that provides information and referral services for everyone and anyone who needs help. With increased outreach, information sessions, and countless zoom presentations and government relations, important groundwork was laid to set the foundations for this valuable service.

In between it all, we hosted our Day of Caring, attended valuable learning sessions, and navigated challenges and changes along the way. As we move past what seemed to be a transitional period for our organization, we look forward to what the future holds for United Way Newfoundland and Labrador and do so with a renewed sense of excitement and possibility.

We have a team of four at our office, who are undoubtedly the backbone of everything we do – Thank you to Nicole, Janet and Kimberly for all your hard work and dedication. We also have a strong community of behind-the-scenes people who ensure that we are well supported. Thank you to our Board of Directors, to our Community Investment Committee, and all the volunteers who run the campaigns. You are an integral part of our success. As the saying goes, "it takes a village", and we certainly know this to be true. Thank you for being that village.



Lisa-Marie Fifield  
Executive Director



Doug Pawson  
Board Chair

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).

100%

LOCAL

All money raised here, stays here





**\$384,918 Invested**  
**41 Programs!**





# UWNL 2024 Community Fund

Thanks to the support of our generous donors for their support during the 2023 Campaign.  
UWNL supported 41 local organizations with **\$384,918!**

Organization	Program
Association for New Canadians	Fresh Start Breakfast
Baccalieu Trail SPCA	Book Buddies
Baccalieu Trail SPCA	Pet Food Bank
Buckmaster's Circle Community Centre	Sharing Circle of Support
CALOS Youth Orchestras	Renewal Through Music 23-24
Candlelighters Association of NL	Camp Delight
Champney's West Heritage Group	Champney's West Aquarium
Eating Disorder Foundation of NL	Emotion Focused Family Therapy
Environmental Education Commission	Camp Rainbow "Trans Joy"
Gander Boys & Girls Club	LEAD Program
John Howard Society	West Bridge House
Junior Achievement of NL	Financial Literacy
The Murphy Centre	Academic Readiness Program
Nunatsiavut Government – NunaKatiget Inuit Community	Max Winter's Freezer
Roots of Empathy	Supporting a Foundation for Positive Mental Health
School Lunch Association	School Lunch
Scleroderma Atlantic Society	Charting the Course - Together Strong
Seniors Resource Centre	Website Update and Refresh
SPCA St. John's	Pet Safekeeping
The City of St. John's REAL Program	The REAL Program
The Town of Leading Tickles	Food Hampers
United for Literacy	Building Literacy & Cultural Connection for Nunatsiavut Beneficiaries in Corner Brook
Big Brothers Big Sisters of Eastern NL	Pride Respect Identity Safety Mentoring
CNIB	CNIB Family Camp
Craft Council	Discovering Creativity
First Step	Medical Travel Assistance
Gander & Area Food Bank	Christmas Food Hamper Project
Health Care Foundation of St. John's	Mental Health – Music Therapy Program
Holy Cross Parish	Food Bank Upgrade
Jimmy Pratt Memorial Outreach Centre	Seniors Grocery Resizing Co-op
KidSport NL	NL Grant Program
MacMorran Community Centre	Food Share
Manuels River Community	Riverside Camps
Mi'kmaw Cultural Foundation	Roots of Resilience
Mokami Status of Women Council	Holistic Help for Women & Gender Diverse People
NL Symphony Orchestra Association	NSO Everywhere Outreach
Planned Parenthood NL	Harm Reduction Saturdays
Ruah Counselling Centre	Counselling Services
Single Parent Association of NL	Food Bank – Fresh Food Storage
Stephenville Emergency Food Services	Fresh is Best
WRDC – Educational Resource Centre	Bridging the STEM Gap in Rural Communities

# Community Fund

Since 2005 UWNL has funded 810 community services and programs right here in Newfoundland and Labrador with a total of **\$8,045,321**.

In February 2024, UWNL received 102 funding applications with a total ask of \$1,940,234. 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 \$384,918 raised in 2023 to 41 programs and services in NL.

Of the 41 programs awarded funding:  
15 - All That Kids Can Be  
9 - From Poverty to Possibility  
17 - Healthy People, Strong Communities

56

Workplace  
Supporters

33

Federal  
Government  
Departments

100+

Volunteers

261

First Time  
Donors

## Impact Speakers 2023

Angela Crockwell, Thrive  
Natashia Reddigan, SPCA  
Andrew Holm, The Gathering Place  
Maureen Lymburner, Home Again Furniture Bank  
Sandra Hubbard-LeBlanc, Alzheimer's Society  
Jalee Pelissier, Muscular Dystrophy  
Sonya Smith, Single Parents Association  
Brandon Whalen, REAL Program  
Paul Thomey, Eating Disorder Foundation NL  
Malin Enstrom, Iris Kirby House  
Trish Williams, Special Olympics NL  
Paula Soper, REAL Program  
Shannon Bayluk, Heart and Stroke Foundation  
Jennifer Barrett, Crohn's and Colitis

## Workplace Volunteers

Melissa Thomas  
Erin Murphy  
Jonathan Collins  
Trevor Hodgson  
Yolanda Lawlor  
Darlene Hunter  
Lynette Carey  
Lisa Gushue  
Kayla Hopkins  
Judith Melvin  
Tina Murphy  
Ruth Graham  
Janessa Cole  
Janine Dicks  
Jason Rees  
Jana Thorne  
Alicia Miller  
Peter Halliday  
Brenda Croke  
Stephanie Day  
Janine McCarthy  
Diane Martin

# Day of Caring

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.

Volunteering will help strengthen a network of social programs that have a direct impact on the lives of Newfoundlanders and Labradorians every year.

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 2023, sponsored by Royal Bank of Canada and Maple Leaf Foods, had 84 volunteers at 12 NL charities.**

**Our workplace volunteers:**

Canada Revenue Agency  
Royal Bank of Canada  
Stewart McKelvey  
Suncor  
Deloitte  
Public Prosecution Agency  
IG Wealth Management  
TechnipFMC

**Charities:**

Manuel's River  
Special Olympics  
Eating Disorder Foundation NL  
Easter Seals  
Bowering Park Foundation  
Thrive  
St. John's Women Centre  
St. John's Status of Women  
The Gathering Place  
Home Again Furniture  
Buckmaster Circle Community Centre  
The Pottle Centre







## Preparing The Day of Caring Breakfast







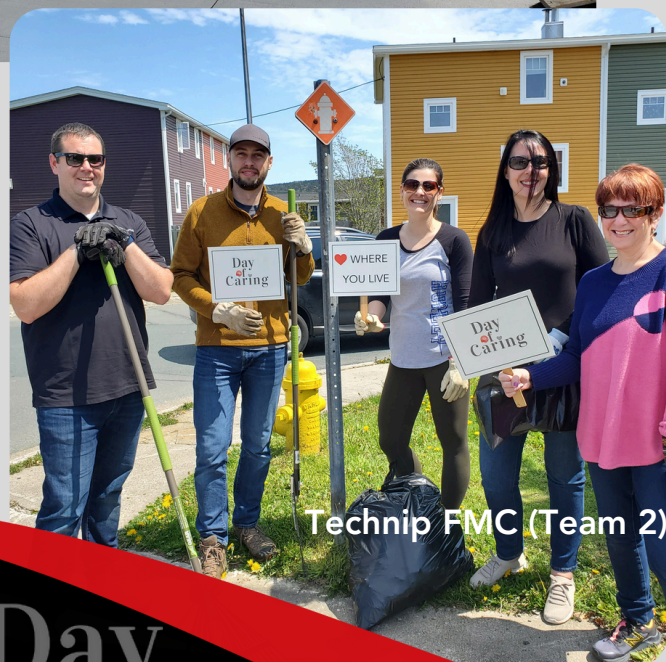
Public Prosecution Agency



TechnipFMC (Team 1)



CRA (Team 4)



Technip FMC (Team 2)



Stewart McKelvey





CRA (Team 5)



RBC



CRA (Team 1)



CRA (Team 2)



# Polar Dip

Thank you to our brave friends at CRA, Service Canada and DFO, who took the plunge for \*GCWCC, by taking an icy dip in the pond!



Lori Lomond &  
Connie Lush (CRA)

Canada Revenue Agency and Service Canada teamed up for their dip at Octagon Pond, Paradise, on a very cold November day!



Fisheries and Oceans headed to Sunshine Rotary Park for their dip! Don't let the name fool you - it might be called Sunshine Park, but in winter...the water wasn't warm!



Yolanda Lawlor (DFO)  
& Sabrina Green (CRA)

\*Government of Canada Workplace  
Charitable Campaign



# Who We Help



*"With food costs rising, families are struggling to put food on the table. We hear a lot about the hidden hunger, and about the fact that for many families, food is the last thing on their monthly budget list, as there is just not enough money to go around. There was a time when we knew the vulnerable neighbourhoods, and the schools within them, but that is not the case anymore. It could be any child, any youth, anywhere.*

*Our Kids Eat Smart Clubs are improving the health, welfare, and well-being of our school age children. Having access to healthy food at school will improve the health and wellbeing of our children, and they will do better in school. And, if they do better in school, they will have a brighter future." - Lisa Knee, Executive Director, Kids Eat Smart Foundation NL*

**In 2023 UWNL funded Kids Eat Smart Foundation with \$9,450  
for their "Breakfast Club" Program  
(Since 2013 UWNL has funded Kid's Eat Smart \$59,450)**



*“Thrive is an umbrella organization that works with the community to address gaps in services, build partnerships, increase awareness of existing programs and services, and conduct outreach to our community’s most vulnerable members.*

*Vision: Meeting vulnerable individuals where they are, helping them go where they want to go, and supporting them to be who they want to be.*

*Mission: To assist vulnerable individuals in achieving their full potential and enhancing the capacity of social serving agencies.*

*Street Reach currently operates a daily drop-in service to provide folks with point-in-time care, access to WIFI, telephone, sterile drug supplies, meals/snacks, outerwear and footwear, referrals and connections to external services, and crisis intervention. Street Reach also does three weekly outreach walks in the downtown core of St. John's providing access to resources and support.” - **Angela Crockwell, Executive Director***

**In 2023 UWNL funded ThriveCYN with \$35,200  
for their “Street Reach” Program  
(Since 2014 UWNL has funded Thrive \$84,730)**



*"Bridges to Hope is committed to reducing the effects of poverty on individuals and families through access to essential food and other programs that help empower our clients. Our programming offers help to all who require our service, helping Newfoundland families and individuals move forward in life. Our clients come to us from all over the Northeast Avalon. They are our neighbors, co-workers, and friends. Hunger is not always recognizable. That is why at Bridges to Hope, our motto is 'Neighbors feeding Neighbors'."*

*"The Healthy Hamper Projects' mission is to provide access to healthier food options for all our clients. The program has three aspects: Fresh Fruits and Vegetables and Homemade Soup: All clients will be offered the opportunity to receive fresh fruits and vegetables in their food hamper, as opposed to high sodium, high sugar canned vegetables and fruit, which are also not as nutrient-dense and as beneficial as Fresh. This access to healthier options also provides our clients with mental well-being and dignity. We will also make Homemade Low Sodium Soup as opposed to canned soup. Smart Snacks: Funding will also be used to purchase 'healthy snacks' for over 250 school-aged children that we service each month, as recommended by the Canada Food Guide." - Jody Williams, Executive Director*

**In 2023 UWNL funded Bridges to Hope \$10,000  
for their "Healthy Hamper" Program  
(Since 2009 UWNL has funded Bridges to Hope \$130,000)**





Gateway Seniors



Town of Leading Ticks



Harbour Main Little Free Pantry

**UWNL Community Fund  
continues to support  
organizations who  
provide food.**

## Food for all Rethinking Food Charity

**“There are over 95 charitable food programs in NL, including food banks, meal programs, community freezers, and community centre pantries. Collectively, these programs provide food to thousands of people each month - and according to numbers from Food Banks Canada, demand continues to grow.” - 2024 Newfoundland and Labrador’s Vital Signs**

### Food Bank Visits 2023

44% increase in total visits over 4 years 2019 - 2023

12% increase in total visits over 1 year 2022 - 2023

15,400+ total visits in 2023

5,300+ visits including children in 2023



If Newfoundland and Labrador was  
a community of just 100 people,  
there would be:

24 aged over 65

63 aged 15-64

13 under 25 years of age

20

Experiencing Housing Insecurity

13

Who feel lonely

31

Who have difficulty financially  
meeting basic needs

26

Who struggle to afford food

19

Who feel they have poor  
mental health



# Programs In Action





# Our Supporters



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

Gus Lundrigan  
Frank O'Dea  
Susan Squires  
Douglas Smith

Geoff Goodyear  
Shaun MacLean  
Ryan Belbin  
Robin Stevens

Renee Jones  
Daniel Glover

## 2023 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.

Mike Alexander	Jim Hewitt	Kimberley Pearce
Jeremy Collins	David Howe	Keith Pike
Chris Devereaux	Karen Kelly	Sean Ryan
Stephen Edwards	Brian Lee	Mike Stevens
Louis Gagnon	Margaret Miller	Sherry Walsh
Douglas & Danette Goodridge	Margot P. Bruce-O'Connell & Brian O'Connell	
Dale Groves		
Karen Harding		

## 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 2023 GCWCC campaign.

Agriculture and Agri-food Canada	Immigration, Refugees and Citizenship
Atlantic Canada Opportunities Agency	Impact Assessment Agency Canada
Canada Border Services Agency	Innovation, Science and Economic Development
Canada Revenue Agency	National Defence
Canadian Coast Guard	National Film Board of Canada
Canadian Food Inspection Agency	National Research Council
Canadian Heritage	Natural Resources Canada
Correctional Services Canada	Parks Canada
Crown-Indigenous Relations and Northern Affairs	Privy Council Office
Defence Construction Canada	Public Health Agency of Canada
Environment Canada	Public Services and Procurement Canada
Federal Services Retirees	Royal Canadian Mounted Police
Fisheries and Oceans Canada	Service Canada
Health Canada	Shared Services Canada
Infrastructure Canada National	Veterans Affairs Canada



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



# In Our Community



In 2023, Staples partnered with United Way chapters across Canada to facilitate their Back-to-School Supply Drive. Thanks to the generosity of customers in the community who donated at the cash, Staples provided United Way Newfoundland and Labrador with over \$14,800 in e-gift cards! These gift cards were distributed to organizations across the province who help to support kids and families who need assistance in getting their back-to-school items. Thank you to Staples for this amazing partnership and thank you to the community organizations who help to ensure that our kids have the tools they need to start the school year right! Beneficiaries of the 2023 Staples School Supply Drive for Newfoundland and Labrador include:

- Single Parents Association of NL
- Vine Place Community Centre, Corner Brook
- Daybreak Parent Child Centre
- Association for New Canadians, Corner Brook
- Bridges to Hope
- Mokami Status of Women's Centre
- Single Parents Association Newfoundland and Labrador
- Exploits Valley YMCA
- Labrador Friendship Centre



In November, 2023, Stewart McKelvey held an Atlantic lawyers retreat at the Delta Hotel in St. John's, NL, bringing together comrades and coworkers. As long-time supporters of United Way in the Atlantic Region, the team wanted to do something for their host city as a way to give back. What followed was an action-packed day of 'speed giving', if you will! Stations were set up with different tasks – gift wrapping, care package assembly, meal prep and school supplies, that the teams would work on for a set amount of time, then move on to the next task. It was an opportunity to come together for a common good – giving back to the community and the organizations within it who do such important work for our most vulnerable. Thank you to everyone at Stewart McKelvey for making a difference in the lives of so many with your kindness.



# 211 Newfoundland and Labrador

211 was launched in October 2020 through funding by the Government of Canada, in collaboration with the United Way of Newfoundland and Labrador and its partners. 211 is the information and referral service that connects you to critical human, social, community and government support. It helps you navigate the complex network of government and community programs and services quickly to find what they need for their unique situation. It is 100% free and confidential.

The website is the public online version of the database used by information and referral specialists for the 211 telephone/email service. This up-to-date, accessible, searchable database provides comprehensive access to information about social, community, health and government services in Newfoundland and Labrador. The website compliments our 211 telephone service, which was launched in 2020. By dialing 211, residents of Newfoundland and Labrador can obtain information on a wide range of community programs and services.

Throughout the year, we continue outreach and advocacy work to ensure 211 remains an accessible support for our province.



**When you need  
community support.**

**Dial 2-1-1  
or visit [211.ca](http://211.ca)**



# 211 Newfoundland & Labrador Report

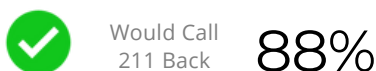
October 2020 – March 2024

## Our Impact



Q4 2023/24 ▲ 37%

## Service Outcome



## Online Impact



### Top Searches

1. Food Security
2. Housing / Shelter
3. Mental Health

- [211 NL Website](#)
- [211 Expansion Partner Portal](#)

## Top 4 Needs Identified by Service Users

41%



Food Security

Including:  
Emergency Food;  
Food Banks /  
Outlets; Meals

11%



Health

Including:  
Healthcare Referrals;  
Health Education;  
Walk-in Medical  
Clinics

10%



Housing /  
Shelter

Including:  
Emergency Shelter;  
Housing Search  
Assistance; Housing  
Expense Assistance

6%



Mental  
Health

Including:  
Crisis Intervention;  
Talklines / Warmlines;  
Counseling Services

## Database

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.

Sharing information between partners has helped us minimize the duplication of efforts, while the public can benefit from more complete information.

## Top Referrals

- Food Security (71%)  
Including: Food Banks, Emergency Food, Grocery Ordering/Delivery
- Health (11%)  
Including: Physician Referrals, Medical Information Services
- Housing / Shelter (8%)  
Including: Homeless Shelter, Housing Search Assistance
- Mental Health (6%)  
Including: Crisis Intervention Hotlines / Helplines

## Regional Partnership & Navigation

211 is powered by amazing partners:

- ▶ Community Sector Council Newfoundland and Labrador
- ▶ End Homelessness St. John's
- ▶ Findhelp Information Services
- ▶ Food First NL
- ▶ Government of Newfoundland and Labrador
- ▶ Kids Help Phone
- ▶ Municipalities Newfoundland and Labrador
- ▶ Health Services NL
- ▶ Reaching Home NL
- ▶ SeniorsNL
- ▶ United Way of Newfoundland and Labrador
- ▶ United Way Centraide Canada

## Top Unmet Needs

- ✗ Food Security (38%)  
No program found to meet need; No agency open at this time
- ✗ Housing / Shelter (15%)  
No program found to meet need
- ✗ Utility Assistance (8%)  
No program found to meet need
- ✗ Health (8%)  
No program found to meet need; Agency full, waiting list





## 211 Newfoundland & Labrador Report

October 2020 – March 2024

### Caller Stories



#### OLDER ADULT CLIENT SEARCHING FOR AFFORDABLE HOUSING

▶ 211 received a call from client seeking support for her mother, who was an older adult needing a new place to live. The client and her mother did not know where to start to find an affordable place. Her mother had a fixed income and rents can be quite high. She wondered if 211 could suggest anything that would be helpful to their situation.

The Service Navigator extended empathy as searching for housing is stressful. The Navigator then asked a few probing questions to better understand the client's mother's situation and find the most appropriate housing programs. The Navigator learned that the client's mother was very independent and did not appear to need a nursing home or even supportive housing. She asked about the mother's approximate income and how much she could afford for rent.

Two appropriate housing providers were found in the mother's range of affordability in the town where she desired to live. The Navigator explained exactly how the mother could apply and what documentation would be needed. The client thanked her for the information, and the Navigator encouraged the client and her mother to call 211 again anytime they needed more information or referrals to community supports.



#### NEWCOMER CLIENT SEEKING BABY SUPPLIES & NEWCOMER SUPPORTS

▶ A client contacted 211 stating that she was a newcomer to Newfoundland and Labrador, and indeed to Canada and did not know where to find supports. The client shared that she was pregnant and seeking baby supplies. She was looking for newborn and baby clothes, an infant car seat as well as other baby supplies. She did not know anyone in the province to turn to for help. The client also said that she wanted to get job search assistance for her husband who was currently looking for employment.

The Service Navigator told the client that she would find some organizations that could help. First, she referred the caller to an organization that can help with baby clothes and other baby items, followed by a referral to an organization providing a variety of settlement services to newcomers to Canada as well as multiple ways for them to get connected to their new community. The organization even had a group for mothers. The same organization also had an employment component, which assists newcomers with services such as employment counselling and bridging programs.

The client readily took all the information down. The Navigator encouraged her to contact 211 again any time that she needed information on services in her new community.



#### CLIENT SEEKING FOOD, DOMESTIC VIOLENCE SUPPORTS & HOUSING ASSISTANCE

▶ A woman called 211 stating and she was having a hard time. She was low on food because the refrigerator where they were renting had a broken door and kept spoiling all their food. She told the Service Navigator that she had a medical condition, which affected her mobility. She was unable to go out to get a food hamper; she would need to have the hamper delivered. The client also told the Service Navigator that she had experienced domestic violence previously and was looking to connect with an agency or a hotline about this as well.

With the client's permission, the Service Navigator contacted a food bank in the client's area and advocated for her. The food bank agreed to deliver a food hamper to her. The Navigator then provided the client with a referral to a local domestic violence shelter, and let the client know how it could help.

Finally, the Navigator was very concerned about the client's housing situation, as obviously, an important appliance was not working properly, and the landlord was not repairing it adequately. The Navigator offered the client a referral to an intensive follow-up program for people in precarious housing circumstances, and the client agreed.

Funded by the  
Government of Canada's  
Community Services Recovery Fund

Canada 

The Community Services Recovery Fund (CSRF) was announced in Budget 2021 as a one-time, \$400 million investment to help community service organizations adapt, modernize and build internal organizational capacity. This investment strengthened the charitable and non-profit sector as it supports post-pandemic recovery in communities across Canada.

The Canadian Red Cross, Community Foundations of Canada and **United Way Centraide Canada** were selected as the National Funders to deliver the Community Services Recovery Fund following a solicited call and open process for expressions of interest.

The CSRF had two funding streams: one for local or regional community service organizations serving a portion of a province or territory, and one for community service organizations serving the entire country, an entire province or territory, or multiple provinces or territories.

Funding from the CSRF enabled community service organizations to invest in their own organizational capacity under one of the following three project focus areas:

- Investing in People – projects that focus on how organizations recruit, retain, engage and support their personnel.
- Investing in Systems and Processes – projects that invest in the systems and processes involved in creating the internal workings of an organization's overall structure.
- Investing in Program and Service Innovation and Redesign – projects primarily focused on program and service innovation and redesign using information gained during the COVID-19 pandemic.

In April of 2023 United Way Newfoundland and Labrador distributed \$1,463,884 in funding to support 27 organizations in Newfoundland and Labrador through the Government of Canada's CSRF. Following is a full list of projects being supported.



<b>Organization</b>	<b>Amount Funded</b>	<b>Project Description</b>
Anglican Parish of St. Philips	\$30,000	Expand our outreach by utilizing new technology to make worship and other activities more accessible to a wide group of people.
Anna Templeton Center of Art Craft And Design	\$82,500	Adapt to Support the Arts and strengthen the internal capacity of the Anna Templeton Centre so the organization can provide innovative and redesigned services based on information gained during the COVID-19 pandemic.
Autism Society Newfoundland & Labrador	\$75,000	Foster participant-led social connections in a safe and supportive environment.
Bell Island Community Food Bank Inc	\$44,000	Provide a safe, socially distant space for program activities.
Burin Peninsula Health Care Foundation Inc.	\$57,141	Create ergonomic waiting areas within the Burin Peninsula Health Care Center (BPHCC) that meet Infection Prevention & Control (IPAC) standards and enhance outdoor spaces for long-term care residents.
Campbellton Pastoral Charge of the United Church of Canada	\$12,550	Increase contact with community members and others by increasing our ability to provide worship and contact through digital media efficiently.
Canadian National Institute for the Blind	\$50,000	Launch a Mobile Hub that will bring programs and services to communities throughout the province - tackling the barrier of transportation that so many individuals with sight loss face.
Community Action Group for Adults with Developmental Disabilities Inc.	\$41,340	Provide added encouragement to recycle by supplying an Xpress drive-thru drop-off for customers, which will be available to them 24 hours/day, 7 days/week.
Community Centre Alliance	\$140,500	Provide intensive support and system navigation for those facing complex mental health barriers to employment.
Gander Boys and Girls Club	\$21,000	Allow our Club to broaden its reach by connecting with youth from different communities and ethnocultural backgrounds through virtual BGC Gander Programming.
Goose Bay Military Family Resource Centre	\$38,394	Enable the GBMFRC to have high-quality hybrid programming for the Military and Veteran 5 Wing Community.
Gros Morne Summer Music	\$100,000	Build new regional youth digital arts programs in underserved and Indigenous communities.
Holy Cross Parish	\$27,000	Upgrade our technology to provide support to our community.
Manuel's River Community Inc.	\$42,465	Build our capacity to be flexible and respond to the challenges posed by COVID, the economy, and the new generation's needs and wants so that we can thrive.
Museum Association of Newfoundland and Labrador	\$59,914	Adapt MANL's in-person-based services to online where possible while redesigning, creating new content and generating the ability to present them to the public while equipping the organization to do so.
Newfoundland and Labrador Food Umbrella Inc.	\$100,000	Broaden our food delivery services to be able to provide more food to those in need.

Opera on the Avalon	\$100,000	Adapt existing programs and services to modify current offerings better to fit the needs and circumstances of Emerging Operatic Artists.
NL Pensioners, Senior Citizens/50+ Federation - 55+ Association	\$11,882	Allow seniors to learn new quilting methods while working and socializing in a safe environment.
Rainbow Riders Therapeutic Riding Centre	\$13,500	Merge traditional talk therapy with the benefits of equine therapy to provide our participants aged 12-16 with a skilled mental health professional such as a Social Worker, Psychologist and/or Occupational Therapist.
Smallwood Crescent Community Centre Inc.	\$60,503	Help vulnerable populations address food insecurity in the future, which initially became a community concern during the COVID-19 pandemic.
Spinal Cord Injury Newfoundland & Labrador Inc.	\$54,474	Transition our existing services to an online approach through video conferencing and information and resource sharing.
St. John's Aquarium Inc.	\$97,250	Increase visitor capacity by incorporating and converting an existing portion of the adjacent warehouse into a new Mini Aquarium exhibit space.
St. Lawrence Community Youth Network Inc.	\$20,000	Redesign our programming to provide services through both in-person and online delivery.
St. Mark the Evangelist	\$30,000	Replace audio equipment to improve the quality of worship, fellowship and educational events as experienced by hard-of-hearing individuals in-person and all who participate virtually.
Topsail United Church	\$15,225	Add equipment to the TUC building to continue to pivot to the in-service delivery required in a world with COVID-19.
Vera Perlin Society Inc.	\$87,245	Provide the organization with a staff person to establish the best navigational tools/support.
Western Environment Centre Inc	\$52,000	Provide support for us to increase and improve our online community engagement, including creating a virtual companion to our food skills workshop series.

## Community Services Recovery Fund



Canadian Red Cross



COMMUNITY FOUNDATIONS OF CANADA



United Way Centraide Canada



Croix-Rouge canadienne



FONDACTIONS COMMUNAUTAIRES DU CANADA



Centraide United Way Canada

## Fonds de relance des services communautaires





# AWARDS



Melissa Thomas (L) Service Canada, and Sabrina Greene (R) CRA, accepts UWNL's **"Together We Can"** Workplace Awards for their department's collaboration with the 2023 Polar Dip Challenge; Yolanda Lawlor (C) Fisheries and Oceans Canada, received UWNL's **"Volunteer of The Year"** award for her hard work and dedication in making the 2023 campaign a success!

## CRA Loaned Representative



**Sabrina Green**  
**Team Leader IPS Program**  
**Canada Revenue Agency**

Our annual campaign relies on the support of many hands. As the only United Way in the province, we've got a lot of ground to cover! We are so thankful to Canada Revenue Agency for once again providing us with a loaned representative to come and work with us during the fall. This year, Sabrina Green joined us, and brought with her a solid "can do" attitude. Sabrina helped to get all the Government of Canada Workplace Charitable Campaign events up and running and took the reins in filling in wherever she was needed. Thank you, Sabrina!

## WORKPLACE PARTNER SPOTLIGHT



Canada Revenue  
Agency

Agence du revenu  
du Canada

Canada Revenue Agency has been a Workplace Partner with UWNL for many years. Each and every year, the employees continue to raise funds which contribute to our yearly Community Fund grants. Since 2007, from payroll deduction campaigns and yearly fund raisers, they have contributed over 1.2 million dollars! The workplace volunteers work diligently coming up with ways to raise funds. As they look to spice up the challenge of fundraising, they have convinced their managers to participate in icy polar dips for the past three years. Now that's dedication!

We thank CRA for their yearly payroll deduction campaign and special events, and we look forward to seeing what inventive fundraising ideas they will come up with in the future!



# Volunteers Helping Our Community

Burns and Wilcox provided backpacks to UWNL with school supplies included in each! They are an office of 14 staff who worked together to help us provide much needed school supplies to charities with children in need.



---

We were excited to partner up a group of youth from the Skills Canada Apprentice program for a day giving back at Rainbow Riders!

The Skills Canada Youth Apprenticeship program offers a transformative experience, combining practical learning, mentorship from skilled professionals, and the chance to accumulate early apprenticeship hours in the skilled trades. To finish off their summer program, they got together for a Give Back day, and spent the day building hay mangers for Rainbow Riders. Nine Youth Apprentices, a carpenter lead and staff got their hands dirty to help enhance the stables at this beautiful facility. It was a great day enjoyed by all!



---

Intact's support has been pivotal in helping us to address food security needs across the province. Their donation in 2023 of over \$65,000 helped to provide supports to our provinces most vulnerable. It only seemed fitting that when they wanted to get out and do some volunteering, that we send them somewhere that was deeply involved in helping our community and it's people have access to healthy food. The team at intact spent a day at Bridges to Hope, where they helped to prepare food hampers for families in need. Thank you Intact!



# FINANCIAL SUMMARY

YEAR END MARCH 31, 2024

## WHERE THE MONEY CAME FROM

Net Campaign Revenue	764,160
Federal Government Grants	1,515,741
211 Funding	162,107
Investment Income	59,885
Other	<u>13,681</u>
	<u>2,515,573</u>

## WHERE THE MONEY WENT

Community Fund Investments	347,418
Donor Directed Donations	174,666
211 Program Delivery	140,500
Federal Government CSRF Program	1,477,545
Resource Development and Administration	165,345
Community Programs and Services	180,492
United Way Canada	<u>10,653</u>
	<u>2,496,619</u>

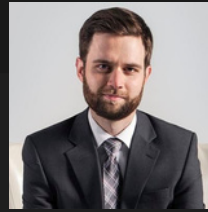
Audited financial Statements in full for the year ending March 31, 2024, are available online at <https://www.unitedwaynl.ca/about-us/reports-and-financials/>



## Meet The Board 2023 -2024



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



**PAST CHAIR**  
Ryan Belbin  
Lawyer  
O'Dea Earle



**DIRECTOR**  
Shaun MacLean  
Chief Operations Office  
NunatuKavut



**DIRECTOR**  
Mark Brown  
RCMP (Ret)



**DIRECTOR**  
Geoff Goodyear  
Helicopter Pilot (Ret)  
Universal Helicopters



**DIRECTOR**  
LeighAnne O'Neill  
CEO  
Saltwater Collective



**DIRECTOR**  
Inspector Andrew  
Warren, Royal  
Newfoundland  
Constabulary



**DIRECTOR**  
Curtis Whelan  
Project Assurance  
Manager  
Growler Energy



**DIRECTOR**  
Realtor  
Rhonda Caldwell  
Realtor, Remax



**DIRECTOR**  
Simone Lilly  
Director of  
Community  
Investment, End  
Homelessness



**DIRECTOR**  
Lyndsay Hynes,  
Manager, Vibrant  
Communities,  
Community Sector  
Council



**DIRECTOR**  
Danny Hong  
Labour Relations  
Advisor  
Canada Revenue  
Agency

## Outgoing Members



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



LABOUR APPOINTEE  
Lisa Williams  
Financial Officer  
Service NL



DIRECTOR  
Shauna Quinlan  
HR Advisor  
MUN



DIRECTOR  
Peggy Miller  
Manager  
Marketing &  
Analysis - MUN



DIRECTOR  
Cathy Wheeler-Walsh  
Clinical Social Worker  
Western Health

**UWNL appreciates the volunteer time and effort given by our Board of Directors. Collectively, they contribute a wealth of knowledge and guidance to our organization.**

Thank you to our present and outgoing board members!







**United Way**  
Newfoundland  
and Labrador

# #LocalLove Since 2004

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

Nicole Eales, Director Finance & Operations

Kimberly Leonard, 211 NL Director of Community Engagement

Jan Grace, Administrative Coordinator

39 Pippy Place, Suite 1D  
St. John's, NL A1B 3X2  
Telephone: (709) 753-8288  
Fax: (709) 753-8387  
E-Mail: [info@nl.unitedway.ca](mailto:info@nl.unitedway.ca)

Join us on social media



[@unitedwayNL](https://www.instagram.com/unitedwayNL)

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