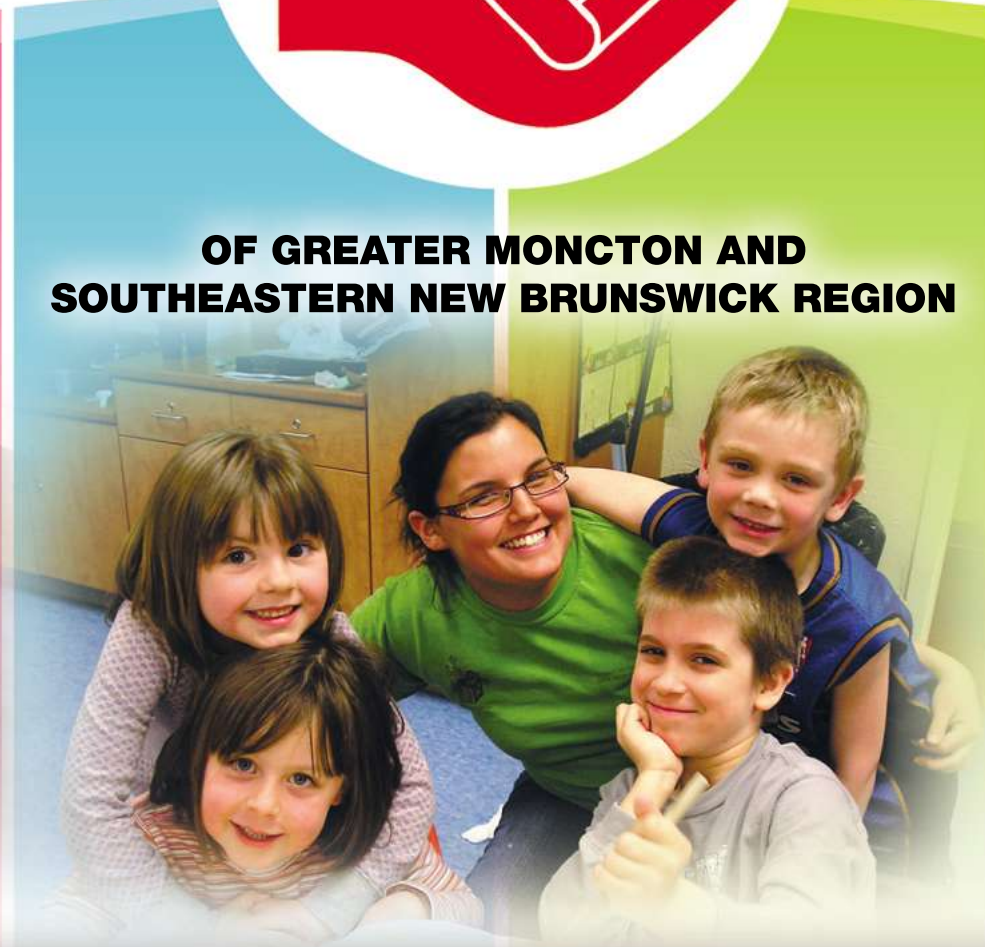


UNITED WAY



**OF GREATER MONCTON AND
SOUTHEASTERN NEW BRUNSWICK REGION**



Inspire



Build



Change

Report to the Community 2008-2009

May 22, 2009



I believe in my community.

About United Way

Founded in 1953, the United Way of Greater Moncton and Southeastern New Brunswick Region Inc. is a local, non-profit charitable organization committed to building safe, healthy and strong communities. Our vision is to be a community leader in improving the lives of citizens through leadership, advocacy, collaboration and resource development.

Our United Way, one of more than 100 across Canada, is run by a volunteer board with the assistance of several volunteer committees and eight paid staff. We provide financial and non-financial resources to 20 Partner Agencies in Southeastern New Brunswick (Kent, Westmorland and Albert Counties) through core operational funding and program funding. As well, we fund more than 21 community-based initiatives in the region through Community Building Grants. We also help to coordinate events that facilitate knowledge sharing between the public, private and community non-profit sectors.

Money is raised primarily through workplace donations and through individual and corporate contributions. The majority of fundraising occurs during our annual campaign, from September to December. Funds are distributed to agencies in Southeastern New Brunswick after a thorough review of applications. The United Way is accountable to its

donors and the public to ensure sensible and efficient distribution and use of resources.

While fundraising is still critical to our United Way, the organization is now focused on bringing people together with the goal of creating long-term sustainable change in Southeastern New Brunswick. By strengthening the network of services and the capacity of community-based organizations, and by focusing on underlying causes and influencing public attitudes, systems and policy, United Way works to build healthy, resilient communities for all of us.

Our United Way is represented on various local, regional and provincial committees aimed at addressing some of the root causes of issues impacting communities, families and individuals in

New Brunswick. They include:

- Non-Profit Secretariat Advisory Committee
- New Brunswick Food Security Action Network
- Youth Services Partnership
- District 2 Health Action Committee

United Way is also a leader in our region for pan-Canadian knowledge-sharing initiatives in the areas of early years and neighborhood work, all aimed at producing a measurable, lasting impact in communities.

For more information about United Way of Greater Moncton and Southeastern New Brunswick Region, call us at (506) 858-8600 or visit us at www.gmsenbunitedway.ca.



Three students from Moncton's Harrison Trimble High School improve the gardens at Beaverbrook School during this month's inaugural United Way Youth Day of Caring.

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A group of girls enjoys some after school fun at the Riverview Boys and Girls Club, a United Way Partner Agency.

On the cover

United Way of Greater Moncton and Southeastern New Brunswick works with many local groups and agencies to build a strong, resilient community. The cover of this report illustrates some of those many partners. Clockwise from top left: a group of workers, volunteers and friends of CNIB; District 11 RCMP Community Policing Officer Richard Babineau; an early childhood educator and friends from the Dieppe Boys and Girls Club; Eva LeBlanc, Executive Director of the Beauséjour Family Crisis Resource Centre; an early childhood educator and friends from the Boys and Girls Club of Moncton; and Paul and Thérèse Assiakoley-Mensah at the Multicultural Association of the Greater Moncton Area.

Our Community Anthem



This group of amazing volunteers from Moncton's Parkton Family Learning Resource Centre is among those in our region who truly believe that everyone's potential can be realized.

I believe in my community.

I believe that its success depends on the people who live in it.

That everyone has something to contribute.

That everyone deserves respect.

That everyone's potential can be realized.

That diversity is vital.

That every person has value.

That everyone needs help and everyone can offer help.

That a safe, supportive community is everyone's responsibility.

I believe in possibility.



Message from the President

It is with great pleasure that we publish this annual Report to the Community of United Way of Greater Moncton and Southeastern New Brunswick Region. Thank you for taking the time to learn more about our activities.

Your local United Way is striving to be a community leader in improving the lives of citizens through leadership, advocacy, collaboration and resource development. Over the past year, people from every corner of our region played a role in bringing that vision to life – all united in their desire to make Greater Moncton and Southeastern New Brunswick a better place to live for everyone.

In the pages that follow, you'll learn about some of the efforts being made to do just that. You'll find out about the work of our volunteer committees in building a healthy, resilient community. And you'll discover more about our community partners whose collaboration with United Way and many others is resulting in profoundly positive impacts.

These are definitely exciting times at United Way. We continue to evolve from an organization focused primarily on raising money to one with an emphasis on community building and community impact.

As we move through this transition, we can already observe indicators of success.

During the past year, we increased significantly the diverse relationships and collaborations with our community partners, coalitions that we know effect real

and sustainable change in our community. A shining example is Creating Community Collaborations, a rural-urban exchange that we co-convened with the Tantramar Family Resource Centre and the Moncton Regional Learning Council at Mount Allison University in June 2008. The two-day bilingual event allowed more than 100 participants to come together, connect diverse perspectives and share promising practices.

We have also accelerated our efforts to make a significant impact in the area of neighborhood work. With partners like the Parkton Family Learning Resource Centre and the Beechwood Community Centre, we're ensuring that everyone's potential can be realized.

Our fourth annual Day of Caring last June was a great community success as more than 300 corporate volunteers worked on 23 projects at non-profit organizations across Southeastern New Brunswick. (Our fifth Day of Caring is set for June 12, 2009.) This well-established community event gave rise earlier this month to our first-ever Youth Day of Caring, during which a group of high school students from School District 2 gave their time to work on a community project. Meanwhile, we took the Day of Caring concept a bit further earlier this year when we introduced a Kids' Morning of Caring to a classroom in School District 01, as we make efforts to bring the concept of organized caring to young people.

In addition, our United Way partnered with

many organizations on other projects, such as last year's launch of the Roots of Empathy program in School District 2, an award-winning initiative that teaches emotional literacy and develops empathy in young children.

To support the work that we and the agencies we support are doing across our region, we have continued to increase our fundraising efforts.

Thanks to the generosity of citizens from across Southeastern New Brunswick, our 2008 campaign was a great success, raising more than \$2.1 million and exceeding our goal. Thank you!

We could not have accomplished what we have over the past year without the amazing people involved with United Way – our volunteers, our donors, our board members and our staff. We value each and every one of you for helping to make good things happen in our community.

What's ahead at United Way of Greater Moncton and Southeastern New Brunswick Region? We will continue our focus of creating long-term sustainable change in our region. We're helping individuals to recognize and use their own strengths and the strengths of those around them. And we know that by working with our community partners, the possibility for significant change is boundless.

In the coming year, we will continue to measure ourselves against United Way of Canada's Standards of Excellence and look

for opportunities for improvement to ensure that we are as effective as possible in meeting our goal of long-term sustainable change.

While this Report to the Community is one way for you to get to know what's new at United Way, I also invite you to find out more by visiting our new and improved website at www.gmsenbunitedway.ca. We hope you'll find the site to be an excellent source of information about United Way and the many wonderful partners who are striving to make Greater Moncton and Southeastern New Brunswick a safe, supportive community for everyone.



Marc Doucette

President, United Way of Greater Moncton and Southeastern New Brunswick Region Inc.

2008 United Way Board of Directors

President
Marc Doucette
Hudson Design Group

Vice President
Patricia Harknett
Midland Transport Limited

Past President
Martin Haynes
Medavie Blue Cross

Treasurer
Henry Francheville
PricewaterhouseCoopers

Community Investment Committee Chair
Tracy Wong
Cox & Palmer

Community Building Committee Chair
Mike Randall
Mike Randall Communications

Governance Committee Chair
Karen Branscombe
School District 2

Anne Basque
Bristol Group

Paul Belliveau
Agriculture and Agri-Food Canada

Berthe Noel
Department of Social Development

Glen Dormody
RBC Royal Bank

Kim Wilson
Atlantic Lottery Corporation

Nicole Gallant
Bell Aliant

Michelle Hopkins
Regional Health Authority B

Benoit Doucet
Group Frederic

Jim Jones
Department of Fisheries and Oceans

Jackie Cantin
School District 2

NEW SITE LAUNCHED!

To make it easier for you to get information about your local United Way and its many community partners, we've revamped our website – and we're now on **FACEBOOK** and **TWITTER!**

Visit us at www.gmsenbunitedway.ca or www.gmsenbcentraide.ca to find out what's new and to learn how you can help build a safe, supportive community.



twitter

facebook



That everyone has something to contribute.

Campaign Report

It has been my great pleasure to serve as 2008 Campaign Chair. What a tremendously rewarding opportunity! I experienced a community that truly believes in supporting all of its citizens.

I work for School District 2 and its Superintendent, Karen Branscombe, who always puts our community first. I have truly appreciated all the support she has provided me during my time with this campaign.

Thank you to the United Way staff for their hard work throughout the campaign. Great work starts with great leadership. Executive Director, Debbie McInnis, knows how to get things done within a very restricted time frame. I cannot say enough about the staff's dedication and commitment to our community.

Brenda Wyatt, Campaign Director, did a superb job in her first official campaign. She was always on top of things and provided us the support and assistance we needed. The Campaign Cabinet was comprised of a few returning seasoned members and new members who quickly took to the task. Thank you to Past Chair Anne Basque, Bristol; Dale Finnamore, NBCC Moncton Campus; Gilberte Godin, School District 01; Brenda Orchard, Town of Riverview; Tania Stote, Medavie Blue Cross; Sigrid Walters, UPS.; Marcia Gaudet, Scotiabank; Tracey DeWare, Stewart McKelvey; and Denise Brown, Atlantic Lottery.

The Loaned Representatives – employees of various companies loaned to the United Way on a short-term basis – arrived in September to help with the campaign and were a fantastic team! Their level of commitment and enthusiasm was remarkable. They clearly understood their role and were quite ready to take on the huge amount of work to be done. The commitment from their employers is second to none. The Loaned Reps included: Lori Belliveau – UPS; Anne Leger - Medavie Blue Cross; and Candice Rempel - RBC Financial Group (Royal Direct Call Centre).

The campaign goal for 2008 was set at \$2,075,000 during Kick Off on September 4th, 2008. On February 27th, 2009, we held our Touchdown event at the Dundee SportsDome in Moncton, marking the official end of the campaign. I am pleased to report that on that day, we unveiled a total of \$2,100,000 received or pledged.

The Touchdown event was another huge success! We continue to be so pleased with how this special event evolves. We had student involvement from both District 01 and 2 and they brought the special flair of youth. They provided dynamic cheerleaders, big band music and folk rock that created the perfect framework for our special celebration.

Several hundred people attended Touchdown, along with representatives



2008 Campaign Chair Norval McConnell, second from right, takes part in last fall's Hands Up! Volunteer Expo and Conference. Also pictured are, from left, 2007 Campaign Chair Anne Basque; Paul Toner, United Way's Early Childhood, Middle Years and Youth Coordinator; and Denise Brown of Atlantic Lottery Corporation, who serves as a volunteer member of United Way's Campaign Cabinet and our 2009 Day of Caring steering committee.

from all schools in Greater Moncton and Southeastern NB, representatives from Partner Agencies, community volunteers, United Way Board and Campaign Cabinet members as well as United Way staff. We received great media attention from our event.

The uncertainty that existed at last year's event as to which company would take the number one spot in terms of corporate dollars raised for our United Way continued this year. The challenge was between UPS and the ExxonMobil Business Support Centre. It was

very close again, but this year, Exxon came out on top! Kudos to ExxonMobil - and also to UPS for their amazing 13-year run as #1 in the corporate Top 10!

Lastly, thank you to the Board of Directors for its continued support, encouragement and guidance throughout the campaign. Much success to Marcia Gaudet, Campaign Chair for 2009!

Norval McConnell
2008 Campaign Chair



United Way
SPIELO would like to congratulate the United Way and thank the many SPIELO employees who volunteer their time in support of their community.

SPIELO tient à féliciter Centraide et remercier les nombreux employé(e)s de SPIELO qui contribuent généreusement au développement de leur communauté.

www.gtech.com

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2008 Campaign Cabinet

Campaign Chair
Norval McConnell
School District 2

Vice-Chair
Marcia Gaudet
Scotiabank

Past Chair
Anne Basque
Bristol Group

Tania Stote
Medavie Blue Cross

Sigrid Walters
UPS

Gilberte Godin
District Scolaire 01

Denise Brown
Atlantic Lottery Corporation

Tracey DeWare
Stewart McKelvey

Brenda Orchard
Town of Riverview

Dale Finnamore
NBCC - Moncton





Treasurer's Report

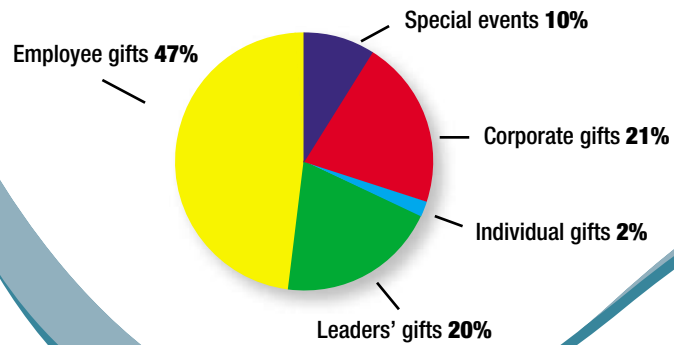
The audited financial statements of the United Way of Greater Moncton and Southeastern New Brunswick Region Inc. for the year ended December 31, 2008 were presented at the Annual General Meeting on May 22, 2009. (Copies of the financial statements can be obtained upon request by calling the United Way office at 858-8600).

There are a few key messages that I believe can be drawn from our financial statements. First, our organization is on solid footing with a balance sheet reflecting the financial strength to ensure the stability of our future operations. Secondly, our 2008 campaign reached a new record of \$2.1 million, a true testimony of the work of the campaign team and the trust the community has in the United Way in these very trying financial times. Finally, the statements show that while we have continued our traditional funding of our Partner Agencies and other community organizations, our United Way has also invested considerable time and resources leading and participating directly in community development projects. The leveraging of our contacts and knowledge as a partner in these endeavors has a great community impact which is only partially evidenced by our expenditures in the development area.

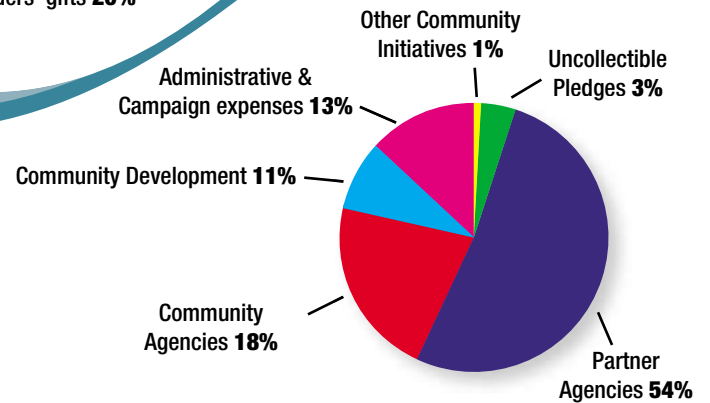
Late in the 2008 fiscal year, the organization hired experienced accountant Brian McCully as our new Finance Manager and also Gail Everett as our new Finance/Campaign Associate. The 2008 fiscal year also saw the Board of Directors recruit several new members with substantial financial experience. As Treasurer, I look forward to working with this team of staff, board and volunteers in drawing on their talents to financially position our organization for its future operations.

Henry Francheville
Treasurer

Where the money comes from



Where the money goes



COX & PALMER

We believe in creating a workplace where community involvement is encouraged, valued and supported. We're proud to bring that goal to life through the United Way. Congratulations on a successful 2008 campaign.

Nous préconisons un milieu de travail où la participation et la contribution de la communauté est importante et encouragée. Nous sommes fiers de réaliser cet objectif par le biais de Centraide. Félicitations pour une belle campagne réussie en 2008.

coxandpalmer.com

2728973

2008 Community Building Grants

Alzheimer's Society

- Community Outreach: Rural Support Project

Association Integration

- Communautaire Memramcook Inc.
- Work development activities

Autism Resource Centre

- Connections

Bennett and Albert County Foundation & the communities of Hillsborough/Riverside Albert/Alma

- Youth Engagement Initiative
- Strike A Pose yoga program for girls

BUILT Network

- Dress for Success

Hospice Greater Moncton

- Referral/Grief & Bereavement

Hospice Shediac Inc.

- A Helping Hand

John Howard Society of Greater Moncton Inc.

- From Grief to Action: Dealing with Drug Addiction in Your Family

Kent Family Resource Centre

- Tunes for Tots

Maison de Jeunes de Dieppe

- Recruitment and programming

Mobile One Community Services Inc.

- Northeast and Northwest Mobile Food Pantry Programs

Moncton Kinsmen House Inc.

- Therapeutic Activity Program

Moncton Regional Learning Council

- Springboard to Success
- Pre-School Readiness Program for the Parkton Family Learning and Resource Centre and the Beechwood Community Centre

Moncton Youth Residences

- Family Preservation - Diversion
- QUEST Case Management

Nogemag Healing Lodge for Youth

- Nogemag Summer Camping Program

Roots of Empathy

- Implementing Roots of Empathy in Greater Moncton and Southeastern New Brunswick, School District 2

Tantramar Family Resource Center Inc.

- Family's Day Out

Volunteer Centre of Southeast New Brunswick

- Volunteer Driver program



That everyone's potential can be realized.

Committee members:

Tracy Wong (Chair)
Cox & Palmer

Leo Cormier
RBC Investments

Kristen M. Nowlan
Irving Tissue

Berthe Noel
Department of
Social Development

Lew Cummings
Community Representative

Jordan Dugas
Horwath Stevenson

Colin Smith
Atlantic Lottery Corporation

April Parker
Cox & Palmer

Denis Goguen
Community Representative

Felipé Jumenez
Community Representative



One of United Way's 20 Partner Agencies, the Moncton Codiac Branch of the Arthritis Society, provides help to Southeastern New Brunswickers with arthritis and funds research into the cause and treatment of the disease. Pictured from left are branch Vice-President Mary Brachaniec, President Nicole Ward and volunteer Peter Sawyer.

**Congratulations to
United Way for their
commitment to building
a vibrant community!**



236 St. George Street, Suite 315
Moncton, NB E1C 1W1
Tel: (506) 869-6977

www.volunteergreatermoncton.com
www.findmyway.ca

2728999

Community Investment Committee

The Community Investment Committee's (CIC) main focus is to invest in the community, both financially and through other support. We are pleased to support our 20 Partner Agencies with core funding and program funding and an additional 18 community agencies with Community Building Grants for community programming.

In May, we visited seven of our Partner Agencies and reviewed reports from the remaining 13 member agencies. We are pleased to continue to see the immense contribution that United Way Partner Agencies make to our community. In 2008, Partner Agencies received \$951,100 in core funding and were awarded \$981,200 for core funding for 2009. In addition, Partner Agencies received \$68,000 in 2008 for program funding for a variety of youth and community programs.

Again, in 2008, the United Way offered Community Building Grants twice – in the spring and in the fall. There was an overwhelming interest in Community Building Grants with 17 applications being received in April and 21 in September. In April 2008, the United Way funded 10 community programs in an aggregate amount of \$88,000 through Community Building Grants. In September, the United Way awarded Community Building Grants in the amount of \$80,580 to 11 not-for-profit agencies in our community. Some of the worthwhile programs supported by United Way Community Building Grants in 2008 included Roots of Empathy, youth engagement and asset-building initiatives, hospice care and rural support for seniors, and the volunteer driver program.

Unfortunately, the overwhelming

demand for Community Building Grants has caused us to adjust the application process in 2009. In order for all applications to be considered at the same time and be assessed in the same manner, applications for general Community Building Grants will be considered only once, in the fall of 2009. Applications will be available in the spring and will be accepted until July 17th.

However, so as not to miss the opportunity to fund some great summer programs, applications for programs to run during the summer only were accepted in the spring. This resulted in four grants being awarded in the total amount of \$31,500. These grants will support summer programs for youth sponsored by Nogemag Healing Lodge and Moncton Regional Learning Council, an asset-based community development workshop in the Hillsborough area and the Racines de l'empathie (Roots of Empathy) program in School District 01.

Determining which program applications and Community Building Grant applications to fund is a major undertaking which the CIC takes very seriously. We received an almost overwhelming number of applications for funding last year – which demonstrates both the need and the desire to serve in our community. It is an arduous and heart-rending decision to choose to fund some applications and not all of them. There are clearly many, many agencies that want to undertake commendable and creative projects to better our community. There are also many, many community needs to address. We wish we could fund them all.

Congratulations to Norval McConnell and the Campaign Cabinet for another successful campaign that allowed us to support more than 38 community

agencies this year.

In has also been a year of change for our committee as many long-standing members retired last year. However, we have also added some new members whose input and assistance we value. We welcome to the committee Jordan Dugas, Colin Smith, April Parker, Denis Goguen and Felipe Jimenez. We also thank Board Vice-President Patricia Harknett for her interest in and contribution to our committee's activities.

I would also like to thank our continuing committee members for their service and contributions. They are Leo Cormier, Lew Cummings, Berthe Noel and Kristen Nowlan. I would also like to thank Debbie McInnis and Micha Fardy for all of their help and hard work over the last year.

Finally, this will be my last report to the community as the Chair of the Community Investment Committee as my term ends with this Annual Meeting. This has been a memorable and always interesting experience and I have learned about many, many great programs and initiatives that dedicated community partners are undertaking to make this a better place for all of us to live. I thank all of the people on the Community Investment Committee, the board and the staff for their support and camaraderie. They are a great group to work with. I thank the United Way for the opportunities it has given me and I wish incoming Committee Chair, Berthe Noel, the best of luck in the future.

Respectfully submitted,

Tracy L. Wong
**Chair of the Community
Investment Committee**

United Way Partner Agencies:

- Ability Transit
- Arthritis Society
- Beauséjour Family Crisis Resource Centre
- Big Brothers Big Sisters
- Canadian Mental Health Association
- CARA Helpline
- CNIB
- Crossroads for Women
- Dieppe Boys and Girls Club
- Family Service Moncton
- Mapleton Teaching Kitchen
- Boys and Girls Club of Moncton
- Moncton Headstart
- Petitcodiac Boys and Girls Club
- Boys and Girls Club of Riverview
- South-East Deaf and Hard of Hearing Services
- Support to Single Parents
- VON Moncton
- YMCA
- YWCA



That diversity is vital.

Community Building Committee Report

In support of our United Way's transition to a community impact organization, the work of the Community Building Committee has been critical in 2008/09 in defining the underlying principles and values that have been the foundation of our work and that will guide our United Way moving forward.

The principles that underline the work:

- Respect community wisdom –

recognize the assets of existing neighbourhoods and communities

- Demonstrate inclusivity and respect
- Demonstrate trust, integrity, transparency
- Endorse innovations, partnerships, collective action
- Embrace diversity

- Encourage and promote local leadership
- Flexibility. Participatory. Collaborative.

Rooted in the core beliefs of the United Way Community Building Committee is the notion that agencies are our community's assets. Their 'health' is vital and they contribute to the well being of both the community and United Way. United Way values the work community agencies are doing and the efforts of the Community Building Committee continue to build on these strengths.

The Community Building Committee will also continue to build on the research completed to date in order to explore and make recommendations to the board that will strengthen the network of services

and the capacity of community-based organizations. It will focus on underlying causes and influence public attitudes, systems and policy to build healthy, resilient communities for all of us.

I want to thank the volunteer committee members who have shown extreme dedication in their pursuit of clear understanding as a basis for action and for their ability to balance that yearning for action with the patience it takes to build vision and relationships.

We all want to thank the staff of United Way who continue to go above and beyond on a daily basis to make this a better community.

Respectfully submitted,

Mike Randall
Chair, Community Building Committee



Pre-school teacher Joan Price reads with some youngsters at the Petitcodiac Boys and Girls Club, another United Way Partner Agency.

Committee members:

Mike Randall (Chair)
Mike Randall Communications

Dave Daley
Hillsborough Elementary School

Lynn Seymour-Lalonde
Atlantic Provinces Special Education Authority

Patricia Drew
Community Representative

Heather Drew
Community Representative

Eddie Rutanga
ACOA

Frank McPhee
Community Representative

Irina Raduly
MAGMA

Supporting Children and Youth across New Brunswick.

Nous soutenons les enfants et les jeunes de l'ensemble du Nouveau-Brunswick.



BellAliant

2729007



*That everyone needs help
and everyone can offer help.*

2008 Touchdown Awards

Corporate Top Ten

1. ExxonMobil Business Support Centre
2. UPS
3. RBC Financial Group
4. Medavie Blue Cross
5. Atlantic Lottery Corporation
6. Irving Group
7. Purolator
8. Fairmont Raffles Hotels International
9. Co-op Atlantic
10. Bell Aliant

Public Top Ten

1. Public Works and Government Services Canada - Superannuation
2. ACOA
3. Fisheries and Oceans
4. City of Moncton
5. Transport Canada
6. Correctional Service-Regional Headquarters
7. Radio-Canada
8. HRSDC Service Canada
9. Canada Revenue Agency
10. Canadian Food Inspection Agency

Special Awards

Outstanding Federal Government Campaign
**Correctional Services Canada -
Regional Headquarters**

Outstanding Provincial
Government Campaign
**Department of Finance -
Revenue & Taxation**

Outstanding Municipal Government Campaign
City of Moncton

Outstanding New Business Campaign
T4G Limited

Best Overall Corporate Campaign
(1 to 50 employees)
Hawk

Honorable Mention (1 to 50 employees)
Advance Savings Credit Union

Best Overall Corporate Campaign
(51 to 150 employees)
School District 2

Honorable Mention (51 to 150 employees)
VIA Rail

Best Overall Corporate Campaign
(151 employees or more)
District scolaire 01

Honorable Mention – Corporate Campaign
(151 employees or more)
Delta Beauséjour Hotel

Best Overall Non-Profit Campaign
YMCA of Greater Moncton

Leadership Award
ExxonMobil Business Support Centre

Lighthouse Communications'
Outstanding Employee Campaign Coordinator
**Tanya Gallant, Major Drilling
Group International Inc**

Lighthouse Communications' Best
Special Event Award
The Co-operators

Larry Hutchinson Award of Distinction
**Lorna Hebert, Fairmont Raffles
Hotels International**



“Generosity is a principle – not an amount”

Anne Frank

GROUPE
LOUNSBURY
GROUP

Everyone needs help and everyone can offer help.



Representatives from the 10 corporate firms and 10 government agencies or departments (public sector) that raised the most money during our United Way's 2008 campaign gathered for a photo during February's campaign Touchdown.

Congratulations – and thank you!!



**That a safe, supportive community
everyone's responsibility**



I believe in possibility.

Day of Caring set for June 12 New initiatives added in 2009!

On Friday, June 12, 2009, United Way of Greater Moncton and Southeastern NB Region will host its 5th annual Day of Caring, during which corporate volunteers will work on meaningful, hands-on projects in our region.

At the Day of Caring last June, more than 300 corporate volunteers worked on 23 projects at non-profit organizations across Southeastern New Brunswick. Projects included the development of a community garden at the YMCA of Greater Moncton; the makeover of Moncton Headstart's community park; the creation of a play area at Big Brothers Big Sisters; and preparation work to open Nogemag Summer Camp in Elsipogtog.

Day of Caring projects allow local business and corporate employees to learn about community agencies and services, while providing the opportunity to create unique and ongoing partnerships between the



Troy Butler of ExxonMobil Aviation Customer Service gets some direction from United Way volunteer Dawn Steele as they help to improve the Community Garden in Riverview during last year's United Way Day of Caring.

corporate and community non-profit sectors.

This year, United Way of Greater Moncton and Southeastern New Brunswick Region expanded the Day of Caring family to include a Youth Day of Caring and a Kids' Morning of Caring.

The United Way Youth Day of Caring is a project of the United Way Youth Relations Council, supported by our Youth First Committee.

During the inaugural Youth Day of Caring held May 8, 2009, about 25 students from Harrison Trimble High School in Moncton, along with a group from Beaverbrook School and the Moncton Alternate Education Centre, planted flowers and improved gravel paths in the school's yard. The work built on a project

launched earlier this year by a committee of active parents and students at Beaverbrook School, supported by District 2 Community Schools' staff.

Meanwhile, the United Way Kids' Morning of Caring was launched in March 2009 through a partnership of the United Way of Greater Moncton and Southeastern New Brunswick and School District 01.

The program saw students in a Grade 4 class at Anna-Malenfant School in Dieppe spend a morning taking part in various activities related to caring.

"We're excited about the upcoming Day of Caring and thrilled about these great new initiatives which we hope to expand to other schools in the years to come," says

Micha Fardy, the United Way's Director of Community Development.

In-Kind Donations

- Moncton Times & Transcript
- Costco Wholesale
- Delta Beauséjour
- Medavie Blue Cross
- UPS
- RBC Financial Group
- Hudson Design
- Transcontinental Group Printing
- Grant Thornton
- City of Moncton
- Cook's Home Hardware
- Downey's Home Hardware
- Maritime Cresting
- Maritime Travel
- Empire Trinity 8
- Fairmont Raffles Hotels International
- Total Pricing/Lighthouse Communications
- The Old Triangle
- Master John Thorley, Thorley's Tae Kwon Do Academy
- Sharon Corcoran MacPhee Photography
- Audubon Organics
- Asurion
- Co-Op Atlantic
- Enterprise Rent A Car
- Sevy Doors and Frames
- Kingsbrae Garden
- M&M Meat Shops
- Sobeys
- The Keg
- Molson Brewery
- Moncton Wildcats
- Capitol Theatre
- McSweeney's Dinner Theatre
- Studio 700
- Kramer's Corner
- Boston Pizza
- Future Shop
- Atlantic Lottery Corporation
- VIA Rail
- School District 2 (school buses for transportation of volunteers to/from the Concert on the Hill)
- Members of CUPE local #1253 (drivers for buses transporting volunteers to/from the Concert on the Hill)



Moncton Fire Department firefighter Roger Casey and Captain Steve Crawford prepare to construct some raised beds for the new Community Garden at the YMCA of Greater Moncton during the 2008 United Way Day of Caring.

United Way Staff

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