



United Way
Cape Breton

2022 ANNUAL REPORT



Here for each other.
In our communities. For our communities.

Here. Where we work.

United Way Cape Breton (UWCB) acknowledges the homelands of the Indigenous Peoples of this place we now call Cape Breton Island and honours the many territorial keepers of the lands on which we work.

We acknowledge that we are in Mi'Kma'ki, the ancestral and unceded territory of the Mi'kmaq people. We are all treaty people.



United Way
Cape Breton

TABLE OF CONTENTS

Pg. 4 Here.
Strengthening vital connections.
Vision, Mission, Impact

Pg. 17 Here.
For you.
Accountability & Financials

Pg. 10 Here.
For brighter futures
Youth Engagement

Pg. 18 Here.
Thanks to you.
Collaborations and recognition

Pg. 12 Here.
For fuller plates and hearts
Food Security

Pg. 14 Here.
For each other
Financial Stability & Independence

Watch our
Community Impact
video here:



MISSION

To improve lives and build community on the island of Cape Breton, by engaging individuals and mobilizing collective action.

VISION

A thriving Cape Breton where everyone can realize their potential and maximize their quality of life.



Executive Director's Report

Summer Students: With federal and provincial funding we hired 6 students, 2 of whom, Rory and Laura implemented **#RisingYouth** grants, which invest federal money into the community through a charity. Our students hosted 4 summer events: **Yoga at the Fiddle, Learn to Camp, in partnership with Parks Canada, a Spikeball Tournament, and Colour Run**. They also volunteered at some youth events- YMCA Children's Expo, Canadian Tire's Jumpstart Day, and gardening with the Good Food Bus. They helped promote Whales' Elite Development Program, where all proceeds came to UWCB.

Seniors: We brought together a group to discuss an opportunity for a Federal Grant for seniors funding and also to discuss opportunities for cross-generational volunteer work, whereby a student works with a retired professional. Town House was able to secure the funding for this grant, so we will continue to provide support and connect organizations to share resources and expertise.

Campaign: We continue to work with local businesses, corporations, and all levels of government to raise money through our employee-giving campaign. This past year we hosted provincial swims in Sydney and St. Peters. We will be working with Ben O'Neill, who is a contracted addition to our team, to diversify and increase funding. Erin does a wonderful job managing this campaign and supporting all our volunteer champions who help facilitate this opportunity to generate revenue from diverse sources.

Community Investment: We hired Bailey Karrel on a contract to help us navigate our requests for funding through our online tool. United Way Cape Breton currently invests in 19 programs including 211 NS, serving over 20,000 people across all 4 CB Counties.

We launched the **Community Services Recovery Fund (CSRF)**, funded by the Government of Canada to help build **resiliency** and **capacity** in the non-profit sector after gaps were identified during COVID-19. UWCC, along with the Red Cross and Community Foundation of Canada were chosen as administrators of this funding. We hired a consultant to help us manage this fund, further expand our reach and build capacity within our vulnerable non-profit sector. We also worked closely with the other NS UWs and our colleagues at the Red Cross and Community Foundation.

Hurricane Relief: We quickly mobilized to get help to local frontline non-profits so that vulnerable folks had access to food and emergency items as we had prolonged power outages. Funding was provided by the **Province of NS**, through Bonnie Ste. Croix. We quickly saw the need for further assistance and brought in the **Mennonite Disaster Service (MDS)** to repair homes and remove debris from the end of September to the end of November. They returned in March 2023 to complete their repair work.

**See page 15 for their impact.*



Executive Director's Report continued...

GivingTuesday: We raised **\$5,300** From a One Day event promoting giving back to charity during the holiday season. Further info about GivingTuesday can be found by [clicking here.](#)

Transportation Pilot Update: We continue to advocate for additional support from the province for free bus passes and taxi subsidies. We have been approved for almost **\$500K** from the federal government for **5** bus shelters and **2** buses. We will be working closely with the CBRM as part of their transit study and have been asked to lead a Task Force that will report back to the Council with recommendations.

We've been working closely with the CBRM, Transit Cape Breton, the Cape Breton Partnership, District 11, Common Good Solutions, and the Province of Nova Scotia on a transportation pilot program for low-income and social inclusion for the last two years. Investment in transit infrastructure allows us to continue to advocate for viable transportation options for all community members. To read the Phase 3 report, [click here.](#)

Special Events: We were chosen as the charity of choice for the 2023 Rotary Ribfest which was held in July, and we worked closely with the Rotary team to make this a great community event. In March we hosted our Annual Winter Gala and an International Women's Day event, in partnership with the Cape Breton Regional Chamber of Commerce. We had a thoughtful panel discussion on embracing equity, featuring, Lynne McCarron, Mayor Amanda McDougall, and Veronica Merryfield, with Robyn Lee as the moderator.

Affordable Internet Access: I am still working with GEO (Getting Everyone Online) NS, to assist in connecting vulnerable folks in Cape Breton to affordable internet. I am currently the only CB representative. This organization continues to expand its reach and scope. It continues to be funded by the province and supported by many businesses, including Eastlink.

We look forward to continuing our work strengthening local connections.

Lynne McCarron
Executive Director



Board Presidents report

This past year has been a year of **significant collaboration**. We have worked well with donors, corporations/ local businesses, all levels of government and the non-profit sector. While the peak of COVID-19 is in the past, the effects of it have certainly been long-lasting. We worked with our National Office to disseminate almost **\$370,000** of the **Community Services Recovery Fund (CSRF)** to non-profits and charities across the island. When Hurricane Fiona hit us in September we partnered with the **CBRM** and the **Province of NS** along with **private donors** to raise money for our communities hardest hit by this natural disaster. We invested over **\$700,000** in food for the comfort centers, seniors complexes and our non-profit partners to make certain that folks had what they needed to get through this trying time. We worked closely with the **Red Cross** and **Mennonite Disaster Service (MDS)** to help those who had significant tree damage. We also helped those who were more seriously impacted, displaced from their homes, and in need of roof repairs as well as other damage caused by the strong winds and heavy rain. Due to the housing crisis and lack of alternatives, we were very fortunate to have **MDS** with their expert volunteers help many who were without insurance. Last December we were successful in securing over **\$400,000** from the **Rural Transit Solutions Fund**. This combined with a financial and in-kind commitment from the CBRM has allowed us to build **5** bus shelters and purchase **2** buses to expand the continuing work on transit for CBRM. We also secured provincial funding to work with the local business community to create a **Fare Share App** – a program that provides subsidies and free bus passes that help people get to work. With almost **\$23,000** in federal and provincial funding, we were able to hire **6** summer students. These students hosted a number of our own events as well as volunteering for other community events taking place throughout CBRM. These grants provide a great opportunity to introduce high school and university students to the needs in our community and a proactive approach to addressing those needs.

We were also very successful in engaging support from our local business community and individual donors at our Annual Gala, raising **\$190,000** for our Community Investment Fund. The Rotary Clubs of CBRM invited us to partner with them on hosting RibFest, which raised an additional **\$22,000** from our very supportive community.

I would like to take this opportunity to **thank** the committed volunteers on our board, and ad hoc committees who work closely with our staff on our strategic plan investing in programs and people to help build stronger communities across Cape Breton.

Nicolas MacNeil
Board President

To view the 2022 AGM minutes
[click here](#)



We strengthen vital connections that support people in need here in our local communities.



**Here,
For brighter futures.**



**Here,
For fuller plates
and hearts.**

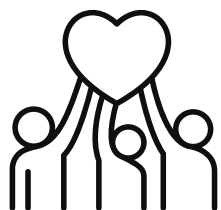


**Here,
For each other.**

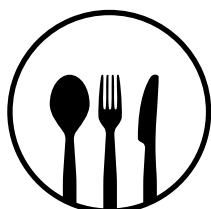
UNITED,
we make our communities stronger,
healthier, and more resilient.

Here. Because of you.

Thanks to your generous support, we bring individuals, non-profits, all levels of government and business & community partners together to collaborate to create solutions, and step in where gaps exist to help community members in need.



Over 33,000 community members impacted locally



Over 3,900 families received help with food security



4,779 Individuals accessed financial stability and independence supports



4,505 Youth accessed supportive programming



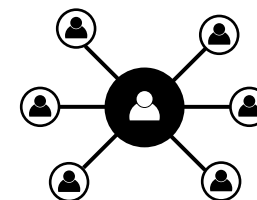
250+ Homes Repaired from Hurricane Fiona Damages



100 low-income earners accessed transportation



Over \$1.5 Million invested in our communities



131 Programs and agencies supported
*including designations

To see a list of all of our current funded programs, please [click here](#)

Here. For kids like those who attended Learn to Camp.

In partnership with Parks Canada, United Way Cape Breton offers overnight camping opportunities to funded partners and vulnerable community members, who wouldn't otherwise have access. Through donor sponsorships, families, youth club participants, and individuals are able to enjoy a unique camping experience at the Fortress of Louisbourg that teaches them the basics of camping, while providing meals, activities, and camping gear.

Parks
CanadaParcs
CanadaUnited Way
Cape Breton

“Kyle and the staff at the Fortress were BEYOND incredible, we are so grateful to Parks Canada and to United Way for the experience.”

-Janice Curnew, YMCA, Cape Breton, funded program.





Every child and youth deserves to reach their full potential.

EPIC's Youth Peer Program

UWCB is proud to invest in EPIC's Youth Peer Program, an after-school 1-to-1 tutor-mentor program. The program runs daily in Sydney, and weekly in communities on the Northside, Whitney Pier, New Waterford, Glace Bay, and the Rankin School in Iona, primarily targeting Eskasoni youth. Youth ages 9-18 who are socially and academically at a higher risk are referred by EPIC's 34 community agency partners, transported from 25 schools, and matched 1-to-1 with slightly older youth volunteers. In the 2023-2024 school-year, Youth Peer anticipates matching 120 marginalized youth with 120 youth volunteers. Youth participants are referred from 25 different schools, reflecting a strong partnership with SchoolsPlus.

"My son is doing amazing this year, he's actually getting his work done. He said he completed so much the last time he was there, and that there was some math he didn't know how to do that they helped him with. He struggled last year and barely passed.

This year he might even get honors.

He's got 90's in all subjects that I can see! We are so grateful."

-Mother of a Youth Peer participant

***24.8% of children in Cape Breton live in poverty. UWCB invests in local programs that help kids to be all that they can be. Our programs give children and youth the support they need to get a great start in life, do well in school and reach their full potential.**

**2022 Report Card on Child and Family Poverty in Nova Scotia: Kids Can't Wait*

[Click here to read the full report](#)



Here. For Families who use the Good Food Bus.

The Good Food Bus provides fresh, affordable, healthy food to community members who are experiencing access barriers, including financial barriers and lack of transportation. UWCB has been an instrumental partner in helping bring the Good Food Bus project to fruition. We offered both financial and resource support for the pilot phase. We continue to offer both levels of support as we've seen the evidence that this service is helping break barriers to food insecurity in Cape Breton communities.

The Good Bus is run by New Dawn and serves communities in all four Cape Breton counties. The Good Food Bus has been instrumental in helping to address food security issues across Cape Breton, from providing Good Food Packs (grocery hampers) during COVID-19 to visiting communities hit hard by Hurricane Fiona during Fall 2022 to offer vouchers and lunches to vulnerable community members, addition to their regularly scheduled markets.

As of 2022, 22 %
of Nova Scotians lived
in food insecure
households.

To learn more about food
insecurity in NS [click here:](#)

"The Good Food Bus subsidy allowed us to buy extra veggies."

Here. For Individuals & Families who needed food due to Hurricane Fiona aftermath.

With inflation increasing at an alarming rate, many of our local community members are finding themselves more vulnerable and in need of support they didn't previously require. In addition to raising costs, last Fall 2022, we were hit with Hurricane Fiona. This hurricane had an exponential affect on those folks who were already vulnerable and caused some folks to experience the need for support for the first time. We know events like a world wide pandemic and significant storm deeply impact those in our communities who are marginalized.

We worked closely with New Dawn Meals on Wheels, one of our funded programs, to provide food for those who needed temporary shelter during repairs to their homes due to damages caused by Hurricane Fiona.



"I really appreciated everything you guys did to help me, all the calls to check in and setting me up with meals. I don't know what I would have done if you guys didn't find me and step in when you did. I am forever grateful for UWCB's support."

- Gerald, Hurricane Fiona Relief support recipient

Here. For Individuals, like Mark, who needed a hand up!

John Mark lives in Sydney Mines. He had so much social anxiety two years ago that he struggled to leave his house. Then he started attending part-time classes at the Adult Learning Association of Cape Breton County to improve his skills. While attending class, he worked with UWCB-funded Support Worker, Rachael, on coping strategies and on finding community supports. Last year he applied for the Junior IT Analyst training program with NPower Canada. Rachael helped prepare John Mark with mock interviews and job interview coaching. He had a successful video interview and was accepted to this nationally recognized training program. John Mark has now completed the training, and is working towards a career in IT!

For many years, Adult Learning instructors struggled with knowing that program participants needed help navigating the complex system of supports in community, but they didn't have the time or knowledge to assist them with navigating during busy instructional days. Participants were dropping out or couldn't focus on their learning while dealing with the serious issues that many people living in poverty face every day. At least 95% of participants live in poverty. The Support Worker helps participants overcome obstacles related to housing, food security, finances, relationships, legal issues, children's schooling, mental and physical health, etc. Without this UWCB funded program, many would be so overwhelmed by the problems they face out of the classroom that they would have great difficulty continuing in our program.

"The Outreach Worker was very helpful - to have someone to meet with regularly to act as a support person."



"This program has been a game changer for our organization and for our participants, who really appreciate the assistance provided the Support Worker."

-Karen Blair, Executive Director, Adult Learning Association of Cape Breton County

Here. For each other.

211 Nova Scotia. Here to help. 24/7.

211 is a free, confidential, nationwide service that connects local community members to critical social and community supports. 211 acts as the front door to support, helping people navigate the complex network of government and community programs and services quickly to find what they need for their unique situation. 211 service is accessible 24 hours a day, in over 150 languages, and it's now nationwide.

[Click here](#) to learn more about 211 NS.

211

In 2022, 211 NS's website had over 105,000 visits from over 88,000 users. The visits were highest during weekdays. Sydney was one of the top locations for those visiting the 211 website.

211 NS has been an instrumental partner in helping with vetting of two of UWCB's collaborative programs, during 2022 and early 2023. 211 navigators helped to vet folks who were looking for Hurricane Fiona Relief and affordable, accessible transportation options.

In times of crisis, 211 navigators act as a lifeline for those who need to access local supports and services. We are grateful for their professionalism, knowledge, patience and compassion.

Here. For those deeply impacted by Hurricane Fiona.

Mennonites Disaster Service (MDS) Partnership Hurricane Fiona Support

Immediately following the Hurricane, many communities across Cape Breton experienced widespread power outages. Our office was also without power. However, the day after the storm as well as the days following, UWCB staff worked remotely to access emergency funding. The emergency food funding was received 48 hours after the storm and was distributed to vulnerable community members within days. UWCB, and volunteers, also helped 311 return calls to those who needed assistance. Upon learning of the extensive damage within various neighbourhoods in the CRBM, our executive director connected with the Mennonites Disaster Service (MDS) to bring them here to assess damage and make a plan for outreach so that folks could have their homes repaired and yards cleared of debris. The MDS project leader arrived at the end of September and brought in volunteers to help repair damages. MDS spent October to December cleaning up debris and doing temporary repairs to homes. In mid March 2023, MDS returned to Cape Breton to continue the repairs that couldn't be done through the winter.



Mennonite Disaster Service

Hurricane Fiona Relief Impact:

- 8 months
- 455 Volunteers
- 32,016 volunteer hours
- 255 families & community groups helped

“Words cannot express the gratitude that I feel right now. I just walked in and found my daughter sitting on the kitchen counter in tears. This is not an unusual occurrence these days, but today was different, they were tears of joy and disbelief. I thank you from the bottom of my heart. This has taken a great burden off, not only my daughter, but myself. It's hard to sleep on windy nights, worrying if the roof will be there in the morning.”

Dollars At Work

Your contribution helps us as we continue to connect local community members to important programs and services. With your support we are proud to be making a real difference in the lives of those most vulnerable in our LOCAL communities!

Community Investment Fund:

Kids/Youth	\$65,000+
Food Security	\$55,000+
Financial Stability & Independence	\$94,000+

Donor designation \$90,000+

Hurricane Fiona Relief:

Food/Emergency needs	\$500,000+
Debris removal/ Home repairs	\$200,000+

Community Services \$369,000+

Recovery Fund

Transportation Program \$160,000+

Student funding \$27,000+

**Over 130 Funded
Programs &
Agencies
Supported**



To view our 2023 Financial Statements, [click here](#)

Here. For collaboration. Here. Thanks to you.

A **HUGE** thanks to everyone who makes our work possible, including our Board of Directors; all levels of government, corporate & community partners & especially to our donors and volunteers.



Thank you for being here, with us, for our community!



Here. For collaboration.
**TRANSPORTATION FOR
ECONOMIC & SOCIAL
INCLUSION (TESI)**



Affordable, adequate transportation is one of the most significant barriers to maintaining meaningful employment. TESI project partners are working together on the Bridging the Transportation Gap. This project aims to provide affordable, reliable transportation to and from work and for social inclusion for local community members living low-income.

To learn more about our transportation work, [click here](#)

Here. Thanks to you.

True Leaders know the importance of contributing to their community. They feel proud that their efforts help move people from poverty to possibility, and enable local kids to be all that they can be. They know that healthy people make a strong community.

*Our heartfelt thanks to this past campaign's
Leaders of the Way!*

BRONZE (\$1,000-\$2,499)

INDIVIDUAL:

Allen Britten
Beverly Burton
Arlene Butts
Chelsy MacEachern
Curdis Karrel
David Jamael
Dr. Angus Gardner
Dawn White
George & Sharon Unsworth
Sean & Cheryl Burke
Sarah MacLean
Laura MacPherson
Nicole MacDonald
Shelley MacLeod
Vince MacPherson

George Wright
Gerald MacKenzie
Michael MacNeil
Mary Ann Snow
Bryan DeYoung
Rick Fougere
Lorne Penny
Nicolas Landry
Carroll Vickers
Victor Melanson
Heather Ross-Hickey
Shane Condon
John Eisses
Dr. Harry Pollett
Angus Ross

CORPORATION:

Island Distributors Ltd.
S & N Investment Ltd.
Sydco Fuels Ltd.
MNP
Northgrave Medical
Admiral Insurance
M.V. Osprey Ltd.
Thai Express



Our heartfelt thanks to this past campaign's *Leaders of the Way!*

SILVER (\$2,500-\$4,999)

INDIVIDUAL:

Dana Ryan
David Hart
Dr. Andrew & Karen Wawer
John & Marie Campbell
Tim Delorey
Jason Hanam
Thomas Fleming
Mark Waters
Glenn Marchand
Melvin Pierce

CORPORATION:

94.9 The Wave/98.3 Max FM
Hot 101.9
Canada Life
Brilun
Cape Breton Dental Group
NCL Group of Companies
ARL Mechanical
T.J. Tracey Cremation & Burial Specialists
Whales Elite Development Program- Whalen Matthews
Colbourne Auto
Steve Lewis Auto Body
Sydney Memorial Chapel
Canadian Tire
Grant Thornton
Eskasoni Corporate



GOLD (\$5,000-\$9,999)

INDIVIDUAL:

Gerald & Jodi Butts
James Hewitt
Bruce Woolridge
Blaise MacDonnell
Roy Glenn
Gordon & Joan Sutherland

CORPORATION:

Membertou
Sydney Credit Union
John & Jeanne Eyking
Foundation
BMO
CIBC
A & L Seafoods
Polysteel Atlantic
MacIntyre Chevrolet

PLATINUM (\$10,000+)

Scotiabank
TD Bank
Medavie Blue Cross
RBC

Louisbourg Seafoods
Harbour Royale
Enterprise Holdings
Alan Sullivan

\$100,000 +



Mennonite
Disaster
Service



**Thank you for your continued support.
We couldn't do it without you, we have to do this the United Way!**

BOARD OF DIRECTORS

Nicholas MacNeil

President

Chris Bellemore

Past President

Joseph Wall

Vice President

Matthew Jessome

Treasurer

Mary Keating

Recording Secretary

Board Members:

Hugh Gillis

Tahirih Paul

Shaylnn Bates

Mary Jane Morrison

GALA COMMITTEE

Lori Kennedy

Committee Chair

Reg Bonnar

Heather Grant

Carrie Ramsay

Mary Jane Morrison

Nancy Poirier

Darryl Poirier

STAFF

Lynne McCarron

Executive Director

Erin Gallagher Lynk

Campaign Manager

Bailey Karrel

Community Relations

Coordinator





**Here, for each other.
In our communities. For our communities.**



@UnitedWayOfCapeBreton



@unitedwaycapebreton



@UWCapeBreton



@unitedwaycapebreton9419



United Way
Cape Breton

www.unitedwaycapebreton.com
(902)562-5226

Together, we are
possibility.

245 Charlotte St.
Sydney, NS B1P 1C4