

2023 ANNUAL REPORT



United Way
Pictou County

Tackling the
#UNIGNORABLE
local issues



DOMESTIC VIOLENCE



EDUCATION



HOMELESSNESS



HUNGER



MENTAL HEALTH



POVERTY



SOCIAL ISOLATION



UNEMPLOYMENT

2023 Highlights

Thank you Pictou County for another wonderful and heartwarming year. I continue to be amazed at the strength and capabilities on this community and how we rally together in times of need.

On July 7th, on the hottest day of 2023, twenty-eight teams participated in our 10th Annual Golf Fore Change Tournament at the Abercrombie Golf and Country Club. Over \$15,000 was raised at our event. Thank you to our teams, volunteers, event sponsors and Abercrombie Golf Club for ensuring we all had a successful and fun day!

Our 2023 Backpacks for Kids program was successful, with over 460 free backpacks filled with school supplies distributed to children living in low income situations. We continued to work collaboratively with our government partners in order to combat food insecurity and poverty in our community, by using our time and resources to ensure that funds were distributed equitably and that urgent food and essentials reached the most vulnerable members of our society. Once again, the perseverance of the North Nova Jeep Club allowed us to distribute close to \$50,000 worth of toys to children in need in hopes of making their Christmas morning a little brighter. Our annual Gingerbread House decorating event topped off 2023 ~ thank you to The Museum of Industry for inviting us to be part of their Christmas celebrations.

Our 2023 Annual Giving Campaign themed “give where you live” raised \$382,388.00, just short of our \$400,000.00 goal. Given the ongoing financial and economic pressures faced by our community, Province and Country, we are delighted to have been able to raise this much. During our campaign, we held our first ever United Way Music Bingo event, which brought out 12 very competitive teams. Thank you to Ian Kamp and the staff of the Shoebox Cantina for hosting this fun and successful event. A huge thank you goes out to our staff, campaign team, canvassers, volunteers and donors for all of their hard work in “helping us help our community”.

What does all of this work and effort mean for our community? We continue to work towards making a positive, sustainable impact on our community. We continue to advocate for and focus on building a stronger, healthier community where everyone can reach their full potential. We continue to be a trusted community partner while helping the most vulnerable and marginalized population in Pictou County.

The United Way has had a presence in Pictou County for 63 years. In that time, we have made it our mission to help when and where we can. We have been able to do this because of YOU, our community. I am proud to live in a community that works collaboratively in the interest of a better tomorrow and where people truly care about helping each other. Thank you to those who make this possible....our donors, volunteers, our Board of Directors, staff, agencies and funded partners...the list is endless!



Darcy MacDonald
Executive Director

A handwritten signature in black ink that reads "Darcy MacDonald".

About United Way of Pictou County

Our Board of Directors:

Kim MacKinnon, President
NS Health Authority

Ginger Fitt, Past President
St. Francis Xavier University

Susan Muirhead , Vice President
Sobeys Inc.

Kyle Quigley, Treasurer
Crombie REIT

Laura Clarke
Sobeys Inc.

Lauren Delaney
L. Delaney Consulting Inc.

Trudy Teed
Michelin North America

Melissa Thompson
Community Member

Santosha Naismith
Youth Member

Cole Smith
Youth Member

Our Staff:

Darcy MacDonald
Executive Director

Danielle Tobin
Administrative Coordinator

Elaine White
Resource Development

Our Mission

Through collaborative partnerships, we bring people together to make a positive, sustainable impact on our community.

Our Vision

We envision a community where:

- Neighbourhoods are healthy, thriving, supportive and safe places;
- Community partners share knowledge, resources, skills and services; and
- Everyone has access to resources that support them in reaching their full potential.

Our Values

We value:

- Our donors, volunteers, community partners, and staff.
- A caring, respectful, and inclusive community.
- Non-partisanship in our actions.
- Accountability to our stakeholders.
- Positive impacts on our community

Our 2023 Campaign Volunteers

CAMPAIGN MANAGEMENT TEAM

Ashley LeBlanc
Nicole LeBlanc
Chantal Barker
Matthew Barker
Marc Comeau
Dave Fearon



LEADERS OF THE WAY CANVASSERS

Howard Anderson
Dr. Bradley MacDougall

Marc Comeau
David Fearon

Jim MacConnell
Nathan MacLeod

Joel Sellers
Hilary Amit



Tribute To Ray Wagg

This past year we lost a great community mentor. Ray Wagg was the true epitome of community. He was not only a long time financial supporter of the United Way of Pictou County, but also a campaign canvasser and volunteer who gave tirelessly of his time and without need for recognition. Ray was always helping in one capacity or another ~ a true community leader. We are truly grateful for all that Ray did to give back to our community.



2023 Jack Pink United Way Volunteer Award

The Annual Jack Pink United Way Volunteer Award is presented to a Pictou County resident in recognition of their exceptional leadership, volunteerism, commitment to our community and The United Way of Pictou County. We are thrilled to announce that this year's recipient of the Jack Pink United Way Volunteer Award is:

Jim McKenna

Jim was born and raised in Pictou, and, after attending university, returned to Pictou County to live in New Glasgow, with his wife Wanda and children Beth, now a tech analyst and jazz musician in Montreal, and Josh who will be attending medical school in Halifax beginning in August.

Jim is a retired professional social worker. He began his career as a social worker at the Children's Aid Society of Pictou County. After 7 years at Children's Aid, he moved on to work at the Nova Scotia Community College Pictou Campus first as a faculty member, then as a member of the student services team. After 30 years at NSCC, Jim retired in 2018.

When the pandemic hit Nova Scotia/Pictou County in March of 2020, Jim founded the Facebook group "Helping During Coronavirus Pictou County" as a way to bring people in the community together and help each other cope with a once in a lifetime pandemic. Within a month the support group grew to over 6000 members. Out of this group, Jim formed a group of volunteers who delivered food orders from the Pictou County Food Bank East in New Glasgow to people who relied on the food bank to get by. This was done to both keep vulnerable people safe at home, as well as keep the volunteers at the foodbank safe. To date this small group of volunteers have delivered more than 10,000 orders to people in need in Pictou County. Jim has been recognized previously by the Chamber of Commerce and by the Town of New Glasgow as it's Volunteer of the Year.

Jim is active as a volunteer in the community in so many ways. He is a founding board member of Pictou County Safe Harbour, sits on the Pictou Academy Educational Foundation, and recently joined the board of Habitat for Humanity Pictou County as well as the New Glasgow Gyro Club. Jim is also a member of Trinity United Church Council. To say he is busy, seems like an understatement!

Jim's past volunteer experiences include nine years with the Board of the Pictou County Fuel Fund. He also served on the Board of the Pictou County East Food Bank. He is a Past President of the New Glasgow Rotary Club, and a former member of Kinsmen. He served on the boards of Summer Street Industries and Big Brothers/Big Sisters of Pictou County. At the present time, Jim is working to create awareness for the need for a furniture bank for the people of Pictou County. It is his hope that this will become a reality in the near future.

When not busy in the community, Jim enjoys golf, travel, and spending time at their cottage in Braeshore.



United Way of Pictou County 2023 High School Bursaries

The United Way of Pictou County recognizes the value of youth as leaders and partners in making positive impacts in our community. To celebrate their contributions, we honour youth who have exemplified a commitment to bring hope, promise, and opportunity to our community with a yearly bursaries program. The intent of the bursaries is to support and recognize Pictou County students who demonstrate an active commitment to volunteerism and leadership while overcoming adversity either within their school, family, and/or community.

Congratulations to **Austin Pottie** (North Nova Education Centre), **Shyanne Arnold** (Northumberland Regional High School) and **Tazz Anderson Grant** (Pictou Academy) who were the recipients of the United Way of Pictou County's 2023 High School Bursaries.



2023 Backpacks for Kids Program

The United Way of Pictou County's Backpacks for Kids program had a very successful second year in 2022, with **over 460 free backpacks** filled with school supplies distributed to children in Pictou County living in low-income situations. The child poverty rate in Pictou County is over 26.7%. The aim of our program is to provide free education tools that make starting the September school year as barrier-free as possible.

BACKPACKS FOR KIDS - Thank you to our Corporate supporters and many friends!

BIC Canada
Bob MacEachern
Brenda MacNutt
Charleen/Kendalee MacKay
CIBC Wood Gundy
Donald MacDonald
Gordon Langille
Highland Dental
Highland Nissan
Highland Optical

IG Wealth
Kent MacDougall Inc.
Lesley Sobey
MacCulloch's Truck Service
MacLeod Lorway
Michelin
Michelle MacKay-Greene
Municipality of Pictou Co.
Pictou County Excavators
Property Guys

RCMP
Scholastic Canada
Staples
SW Weeks
Tori/Blair Whittemore
Telus
Those Guys Plumbing



2023 Workplace Campaigns

PLATINUM \$20,000+

Michelin North America
Nova Scotia Power/Emera



GOLD \$10,000 - \$19,999

SILVER \$5,000 - \$9,999

RBC Financial Group
Scotiabank
Town of New Glasgow



BRONZE \$1,000 - \$4,999

BMO Bank of Montreal
Canadian Nuclear Safety Commission
Chignecto Central School Board
Crombie REIT
Enterprise Holdings Foundation
Government of Canada Retirees
NSLC
Nova Scotia Health Authority
NS Dept. of Community, Culture and Heritage
NS Dept. of Community Services
Province of NS
Public Works and Government Services Canada
Sobeys
TD Bank
Valley View Villa



FRIENDS of the UNITED WAY UP TO \$999

Bayview Trucks & Equipment
Bell Aliant
Big 8 Beverages
Big Brothers Big Sisters
Grant Thornton
Highland Community Residential Services
Housing Nova Scotia
I.G. Wealth Management
MacLeod Lorway
Manulife Financial
NS Dept. of Environment
NS Dept. of Fisheries and Aquaculture
NS Dept. of Justice
NS Dept. of Natural and Advanced Education
NS Dept. of Natural Resources
Public Prosecution Services
Riverview Home Corporation
Shared Services Canada
Summer Street Industries



United Way of Pictou County values our many supporters. Every effort has been made to ensure the accuracy of this list.

We do apologize for any errors or omissions .

2023 Corporate Campaign Contributors

GOLD \$10,000 - \$25,000

The Sobey Foundation

SILVER \$5,000 - \$9,999

Donald R. Sobey Foundation

BRONZE \$1,000 - \$4,999

Canada Life

Ceilidh Honda

Chelsea Laine Salon

David & Faye Sobey Foundation

Fairstone Financial

Firinn Investments

HMS Financial Inc.

Highland Ford

Highland Nissan

McDonald's Restaurants

McLaren Funeral Home

MSC Investments

Proudfoot's

Sobey MacGregor Foundation

Stone's Superior Homes

Speedy Glass



**FRIENDS of the UNITED WAY
UP TO \$999**

- 144 Construction Engineering Flight
- Alma Homes and Campers
- Anchor Toyota
- C&W MacDougall Bulldozing
- Central Amusements
- H.W. Angus Funeral Home Ltd.
- J.R. Rahey Stores Limited
- Leslie's Finery
- MB Green Realty
- MacGillivray Fuels
- Maritime Auto
- PGO'B Fraser Holdings Ltd
- Property Guys
- R.H.Porter Funeral Home
- SHM Investment Advisory
- Suntime Pools & Spas
- The Dock
- Town of Stellarton



2023 Special Events Contributors



Golf Fore Change

A1 Pizza
 Abercrombie Golf & Country Club
 Active Life Physiotherapy
 Advocate Printing & Publishing
 Anderson's Creek / Green Gables Golf Courses
 Atlantic Insurance Brokers Ltd.
 Benjamin Bridge Winery
 Big 8
 Bombers Club
 Cape Smokey Gondola
 Ceilidh Honda
 Chediac BrandSource Home Furnishings
 Coldstream
 Courtyard by Marriott
 Covered Bridge Golf & Country Club
 deCoste Centre
 East Coast Credit Union
 East Side Family Restaurant
 Final Touch Party Rentals
 Glasgow Square
 Global Pet Foods
 Golf Bouctouche
 Grant Thornton
 Grohmann Knives
 Halifax Mooseheads
 Herron GM
 Highland Nissan
 Holiday Inn
 IG Wealth Management
 Jungle Jim's
 L.A. Massage
 Lawtons
 Leslie's Finery Ltd.
 MacLeod Lorway Insurance
 Maritime Auto
 Maritimes and Northeast Pipeline (Enbridge)
 McDonald's Restaurants
 Melmerby Adventures
 Michelin Pictou County
 Molson-Coors
 NSCC
 Oaklawn Farm Zoo
 Pictou County Solid Waste
 Pictou County Yoga
 Proudfoots Home Hardware
 Riverside Inn

Sam's Dog Grooming
 Sam's Restaurant
 Scotiabank
 SENSEA Nordic Spa
 S.W. Weeks Construction
 Shoebox Cantina
 Ski Martock
 Smith Rocj Chalets
 Sobey's
 Speedy Glass
 Steinhart Distillery
 Subway
 Sundtime Pools & Spas
 Swiss Chalet
 TD Bank
 The Barrington Hotel
 Tim Hortons
 Via Rail
 White's Custom Cresting
 YMCA of Pictou County



2023 Special Friends of the United Way of Pictou County

2023 HOLIDAY TOY DRIVE

Pictou County's Q97.9, 94.1 The Breeze, and The North Nova Jeep Club (Pic Co Chapter) teamed up with the United Way of Pictou County to present the **2023 Holiday Toy Drive!** Staff from Q97.9 along with staff and volunteers from The United Way and the North Nova Jeep Club collected toys at Canadian Tire in New Glasgow on the first weekend of December. We also need to give a shout out to Tim Horton's who donated over \$13K in proceeds from their first ever Holiday Smile Cookie Campaign. We were extremely fortunate this year collecting close to \$50K worth of toys, clothing and sports equipment which we disbursed to ten local charitable organizations who support families in need during the holidays! Thanks to everyone who volunteered and donated!



Special thanks to:

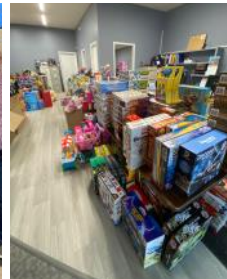
Canadian Tire

Q97.9

The Nova Nova Jeep Club

Tim Hortons

Neezies



2023 GINGERBREAD HOUSE DECORATING

Highland Dental Centre

Nova Scotia Museum of Industry

Sobeys Cash & Carry



Our **Community Investment and Impact Strategy** aligns with our Strategic Plan and was created to reflect and respond to the evolving challenges and increasingly complex needs in Pictou County. This strategy helps ensure that we are positively positioned to address the root causes of our community's problems and create lasting and measurable sustainable impact in Pictou County.

Community Consultations

In 2023, the United Way of Pictou County continued to research and advocate for the needs in our local community by maintaining existing, and building new relationships with local non-profit agencies, community partners, the education sector, donors, residents, businesses, and representatives from all levels of government. This is imperative if we are to fully understand the most pressing needs in Pictou County and position the United Way to successfully tackle these issues.

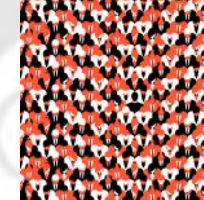
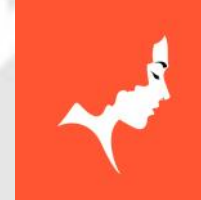
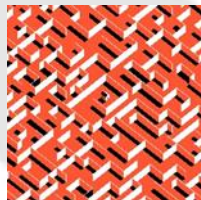
We continued to play a vital role in the sector to ensure our renewed commitment to making positive, sustainable impacts on our community. We continued to be positioned to make viable investments in our community.

The result of these actions have allowed us to focus on those areas where the most beneficial difference can be made.

The United Way of Pictou County realizes that all of these **#UNIGNORABLE** issues prevent far too many individuals and families from living their best life. As we move forward with our strategies for positive community change, we will continue to work with partners and our community to address:

HUNGER, HOMELESS, MENTAL HEALTH, SOCIAL ISOLATION, POVERTY, DOMESTIC VIOLENCE, EMPLOYMENT, and EDUCATION EQUALITY.

Tackling the
#UNIGNORABLE
local issues



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**LOCAL PROGRAMS / SERVICES
FUNDED IN 2023**

\$135,994.05-New Program Funding

\$133,407.40-Previous Multi-Year Commitments

**Total Community Investment for 2023
\$269,401.45**

2021-2023 Food Security Program

Aberdeen Palliative Care Society

- Food Accessibility for Clients

A.G. Baillie Memorial School – CCRCE

- A.G. Billie Memorial School Food Program

Big Brothers Big Sisters of Pictou County

- Big Brunch Little Brunch

Dr. W. A. MacLeod Consolidated – CCRCE

- Free Breakfast/Lunch Program

Frank H. MacDonald Academy – CCRCE

- Food Backpack Program for Students

G. R. Saunders Elementary School – CCRCE

- Let's Do Lunch!

McCulloch Education Centre – CCRCE

- Food Backpack Program

North Nova Education Centre - CCRCE

- Feed North Nova

Northumberland Regional High School - CCRCE

- NRHS Karma Closet

Pictou Academy – CCRCE

- PA Chefs

Pictou County Continuous Learning Association

- Improved Literacy through Nutrition & Food Literacy

Pictou County Roots for Youth Society

- Food Sustainability

Pictou County Women's Resource & Sexual Assault Centre

- Women Together Food Security

This year wrapped up our 3-Year Food Security Program to support local initiatives, programs and services that assist people in accessing and obtaining the nutritious and culturally appropriate food they need to live healthy, active lives!

**3-YEAR
\$300,000
United Way
commitment to
tackling Food
Insecurity!**

Twenty Six (26) qualified organizations and donees received 3-year funding for programs and services such as school meal programs, community kitchens, community gardens and food distribution initiatives.

Pictou Landing First Nations

- Community Garden

Pictou United Church

- Seeds of Hope Community Garden
Accessibility (Non-Denominational)

Salt Springs Elementary - CCRCE

- Free Student Lunch

Scotsburn Elementary – CCRCE

- Breakfast and Food Backpack Program

Summer Street

- Prepared Meals Program

The John Howard Society of Nova Scotia

- MEGG Food Security Program

The Kidney Foundation of Canada

- Pictou County Short-Term Emergency Food Funding

The Shepherd's Lunch Room

- Re-opening and Sustainability of the Lunch Room

Thorburn Consolidated – CCRCE

- Food Backpack Program

Trenton Elementary – CCRCE

- TES Food Backpack Program

Trenton Middle School - CCRCE

- Food Backpack Program

Walter Duggan Consolidated – CCRCE

- Lunch on Us!

West Pictou Consolidated – CCRCE

- Food Backpacks/Breakfast to Lunch

2023 United Way Campaign

**THANK YOU
PICTOU COUNTY
FOR MAKING A DIFFERENCE**

**BECAUSE OF YOUR
GENEROSITY, WE WERE ABLE
TO RAISE \$377,562 FOR
PROGRAMS AND SERVICES
RIGHT HERE IN OUR
COMMUNITY!!**



United Way of Pictou County

342 Stewart Street, Unit 1 - PO Box 75
New Glasgow, Nova Scotia, B2H 5E1

Charitable Registration Number

119 260 560 RR 0001

www.PictouCountyUnitedWay.ca