

# 2022 ANNUAL REPORT



**United Way**  
**Pictou County**

Tackling the  
**#UNIGNORABLE**  
local issues



DOMESTIC VIOLENCE



EDUCATION



HOMELESSNESS



HUNGER



MENTAL HEALTH



POVERTY



SOCIAL ISOLATION



UNEMPLOYMENT

# 2022 Highlights - Our Campaign

We appreciate this opportunity to share highlights and information regarding our amazing year of 2022—which for the second year in a row has proven to be record setting! Together, we exceeded our 2022 campaign fundraising goal of \$400,000 by raising **\$426,068.00** to re-invest back into much needed programs and services in Pictou County!

The campaign's overwhelming success was spearheaded by the vision, leadership and dedication of many local volunteers including Dave Fearon, who served as Campaign Chair for the second year. He noted that he was overwhelmed again this year by the incredible generosity of our residents, businesses, and volunteers that allowed us to raise a record breaking amount in 2022. These donations are so desperately needed by so many charitable organizations to provide supportive programs to the people right here in Pictou County. The ideas, enthusiasm and the "get it done" attitude of the volunteers and staff pushed the results beyond initial goals, and for that we are eternally grateful.

We were lucky to have Matthew Connors return this year as our GenNext Chair. The GenNext movement was created in an effort to expand the United Way's community reach and increase the involvement of Pictou County's younger generation. It is our hope that we can continue to attract and engage the next generation of our community to take on a philanthropic role with The United Way of Pictou County, following in the footsteps of the incredibly generous generations before them.

This year, Matthew and Chantal Barker stepped up to the plate as Leaders-of-the-Way Co-Chairs. The Leaders-of-the-Way typically make annual donations of \$500.00 or more to our campaign. With the help of United Way's Leader Canvassers Howie Anderson, Marc Comeau, Jim MacConnell, Dr. Bradley MacDougall, Dr. Paula and Shawn Noftall and Dr. Ray Wagg, 194 Leader Donors contributed close to \$213,000 to the 2022 campaign. These generous Leadership gifts show just what an incredible community we live and work in. We are beyond fortunate to have the support of these community minded members that play such a vital role in ensuring that Pictou County is a safe, healthy and thriving place where everyone has the resources that allow them to reach their full potential.

On behalf of the Board of Directors, I'd like to extend a sincere thank you to our Campaign team, volunteers, staff and everyone who supported us this year. This extraordinary level of financial support helps ensure that we can continue funding local programs and services that improve conditions for thousands of vulnerable and marginalized people and families in Pictou County.



*Ginger Fitt*  
Ginger Fitt  
President, BOD

# 2022 Highlights Continued

First of all, I would like to introduce our new team! My name is Darcy MacDonald and I am the new Executive Director of The United Way of Pictou County, replacing my rock star mentor, Ellen Fanning, who served our community with The United Way of Pictou County for almost 10 years. Danielle Tobin is our new Administrative Coordinator and our Resource Development Manager is a six month contract position, which to my delight, has been filled by Elaine White.

On July 8th, twenty-eight teams participated in our 9th Annual Golf Fore Change Tournament at the Abercrombie Golf and Country Club. Over \$10,500 was raised at the event. During the summer months, the United Way of Pictou County's Backpacks for Kids program also had an extremely successful year, with over 300 free backpacks filled with school supplies distributed to children in Pictou County living in low-income situations. Unfortunately, due to Hurricane Fiona, we were unable to host our annual Fire Truck Pulling event at the Pictou County Wellness Centre, but plan to get back at it in 2023! While on the subject of Hurricane Fiona, I feel compelled to mention the devastation that our community endured. On the upside, it gave us an opportunity to work with government agencies and corporations to help those most impacted. Our final event of 2022 was a fun-filled Christmas Cupcake Decorating event on December 17th, 2022 at The Museum of Industry where Santa made an appearance to greet and get pictures taken with all the kids.

Our 2022 Annual Giving Campaign was a huge success despite some challenges of a brand new team coupled with the Hurricane Fiona disaster, which set us back about five weeks. Given our shortened time frame, I am absolutely delighted to announce that 2022 was a record year with the biggest campaign to date, raising **\$426,068**. A huge thank you has to go out to our staff, campaign team, canvassers, volunteers and donors, without whose hard work and generosity, this campaign would not have been the success it was!

What does this mean for our community? We can continue to make a positive, sustainable impact on our community. We can continue to advocate for and focus on building a stronger, healthier community where everyone can reach their full potential. We can 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 62 years. In that time, we have helped so many. 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



Darcy MacDonald  
Executive Director

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

# About United Way of Pictou County

## Our Board of Directors:

### **Ginger Fitt, President**

St. Francis Xavier University

### **Richard Carter, Past President**

Northern Pulp Nova Scotia

### **Kim MacKinnon, First Vice President**

NS Health

### **Susan Muirhead , Second Vice President**

Sobeys Inc.

### **Kyle Quigley, Treasurer**

Crombie REIT

### **Laura Clarke**

Sobeys Inc.

### **Sarah Gunn**

Youth Member

### **Aaron Millen**

Turning Point Real Estate Ltd.

### **Lauren Delaney**

L. Delaney Consulting Inc.

### **Trudy Teed**

Michelin North America

## Our Staff:

### **Darcy MacDonald**

Executive Director

## 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 Volunteers

*United Way of Pictou County values our many volunteers. Every effort has been made to*

## CAMPAIGN MANAGEMENT



**David Fearon**  
Campaign Chair



**Matthew and Chantal Barker**  
Leaders of the Way Co-Chairs

## TEAM



**Matt Connors**  
GenNext Chair

## LEADERS OF THE WAY CANVASSERS

### CAMPAIGN, SPECIAL EVENTS and MISCELLANEOUS ASSISTANCE

Sparky (Darrell Beatie)

Allan Bezanson

Ashley Bonvie

Julie Brouwer

Laura Clarke

Marc Comeau

Florence Craig

Matt Craig

Kim MacConnell Duncan

Victoria Dunn

Bahati Ernestine

Ginger Fitt

Woody Gerrard

Charlee Gerrior

Margie Grant-Walsh

Peter Halliday

Adam Hayden

Keegan Hughes

Stephen Leslie

Nancy MacConnell-

Maxner

Brittany MacCulloch

Lisa MacDonald

Bob MacEachern

Elaine MacEachern

Karen MacDonald

Mandy MacDonald

Marlene MacLean

Mary MacLellan

Mike MacKean

Clara MacKinnon

Kim MacKinnon

Fred Muirhead

Susan Muirhead

Amy Murdock

Peter Murray

Leslie Otter

Kenli Ross

Kiera Sims

Cooper Smith

Steven Smith

Amanda Smith-Robinson

Melissa Thompson

Trudy Teed

Rachel VanVeen





# 2022 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:

## Mr. James M. MacConnell

Jim is a graduate of Pictou Academy and Dalhousie University. He is a long-time resident of Pictou County and started working for Scotsburn Co-op in 1964. He retired as their President & CEO in April 2004.

He has been, and continues to be, very actively involved in many businesses and non-profit/charity organizations. He has a very impressive background in both business and community work.

The recipient was the Founding President of the Pictou County Chamber of Commerce and was a founding chairman of the Pictou Regional Development Commission. He's a Past Chairman of the National Dairy Council, the Co-operators Group of Companies, and the Nova Scotia Agricultural College Foundation. He is also Past Chairman of the N.S. Business Development Corporation and the Pictou Regional Development Commission.

On the non-profit side, he's volunteered as a Director of the Dalhousie Medical Research Foundation and was Chair of the Aberdeen Hospital Foundation. He's been a director of the Nova Scotia International Tattoo, Past President of the Pictou County YM-YWCA and has volunteered with many other local organizations such as the Pictou Academy Educational Foundation and the Sobey Art Foundation. He is an Elder and member of the St. Andrews Presbyterian Church and is a retired Elder of Scotsburn Bethel Presbyterian Church.

In 1995, he was recognized for his business accomplishments by being inducted into the Nova Scotia Business Hall of Fame.

In addition to assisting all these amazing groups and organizations, he still made time for our local United Way. This year's recipient started volunteering with the United Way of Pictou County in the late 1960's. He served on our Board of Directors, was a dedicated canvasser and most recently, he assists each year with our Leaders-of-the-Way campaign.

Jim is now retired and enjoys spending time with his wife of 58 years-Dorothy, his children Diane, Kim, Nancy and Susan and their families (including 11 grandchildren).

Congratulations Jim - we thank you for your dedication to improving lives in Pictou County!



# United Way of Pictou County 2022 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 **Lauren Smith** (Pictou Academy), **Kendall Rogers** (North Nova Education Centre) and **Emily Horton** (Northumberland Regional High School) who were the recipients of the United Way of Pictou County's 2022 High School Bursaries.



## 2022 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 300 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!** Abby Bugden—2022 Projects Coordinator

- |                      |                             |                        |
|----------------------|-----------------------------|------------------------|
| Advocate             | Kent MacDougall Inc.        | Scotiabank New Glasgow |
| Atlantic Insurance   | Lee's Frenchy's             | Sean Fraser MP         |
| BIC Canada           | MacCulloch's Truck Services | Service Canada         |
| Boston Pizza         | MacGregor Industrial        | Sobeys                 |
| Bob Allen Auto Sales | New Glasgow Police          | S.W. Weeks             |
| CHAD Transit         | Nova Construction           | Staples                |
| East Avenue          | Pictou County Excavators    | Starbucks              |
| Golden Penny         | RCMP                        | Take It Outside        |
| Highland Dental      | Rotary Club of New Glasgow  | Those Guys Plumbing    |



# 2022 Workplace Campaigns



**PLATINUM \$20,000+**  
**Michelin North America**

**GOLD \$10,000 - \$19,999**  
**Nova Scotia Power / Emera  
 TD Bank**



**SILVER \$5,000 - \$9,999**  
**Crombie REIT**



**BRONZE \$1,000 - \$4,999**  
 BMO Bank of Montreal  
 Enterprise Holdings Foundation  
 Fairstone Financial Inc.  
 Government of Canada Retirees  
 Highland Community Residential Services  
 Housing Nova Scotia  
 I.G. Wealth Management  
 Nova Scotia Health Authority  
 NSLC  
 NS Dept. of Community Services  
 NS Dept. of Natural Resources  
 Province of NS  
 Public Works and Government Services Canada  
 RBC Financial Group  
 Sobeys  
 Summer Street  
 Town of New Glasgow  
 Valley View Villa



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

- Bayview Trucks & Equipment
- Bell Aliant
- Big 8 Beverages
- Big Brothers Big Sisters of Pictou County
- Family Service of Eastern NS
- Grant Thornton
- Manulife Financial
- Nova Scotia Community College
- NS Dept. of Community, Culture and Heritage
- NS Dept. of Environment
- NS Dept. of Fisheries and Aquaculture
- NS Dept. of Justice
- NS Dept. of Labour and Advanced Education
- Riverview Home Corporation
- Service Nova Scotia and Municipal Relations
- Shared Services Canada
- UPS Canada



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 .



# 2022 Campaign Contributors

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

Medavie Blue Cross  
The Sobeys Foundation



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

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

Canada Life  
Ceilidh Honda  
Co-Operators Group  
David & Faye Sobeys Foundation  
Donald R. Sobeys Family Foundation  
HMS Financial Inc.  
Highland Ford  
Highland Nissan  
Larry Swenson Enterprises  
McLaren Funeral Home  
MSC Investments  
Proudfoot's  
Sobeys MacGregor Foundation  
Stone's Superior Homes  
Speedy Glass



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

144 Construction Engineering Flight  
A.A.C. Towing  
Alma Homes and Campers  
Atlantic Insurance Brokers Ltd.  
BOCA Investments  
C&W MacDougall Bulldozing  
Chelsea Lane Salon  
Coldwell Banker  
Dirt Road Scholar  
East Side Family Restaurant  
H.W. Angus Funeral Home Ltd.  
Herron GM  
J.R. Rahey Stores Limited  
Kendalwood Development Ltd.  
Leslie's Finery  
MacGillivray Fuels  
MacPherson's Trailer Service  
Mamatsu  
Maritime Auto  
Melmerby Safety  
Nova Construction  
PGO'B Fraser Holdings Ltd  
Pictou County Jewels  
Property Guys  
R.H.Porter Funeral Home  
SHM Investment Advisory  
Suntime Pools & Spas  
Terrace Green Lawn & Garden Care Ltd.  
The Dock  
TNB Plumbing  
Town of Stellarton  
Turning Point Real Estate  
Velsoft  
Wear Well Garments  
Williams Brothers Ltd.



# 2022 Campaign and Special Events Contributors

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

Advocate Printing  
CIBC -Wood Gundy  
Highland Eye Care  
J.J. MacKay Canada Ltd.  
Leck and Curley Financial Services  
MacDonald & Murphy Inc.  
Nova Dynamics Ltd.  
Proudfoot Motors  
Sobeys  
Sullivan Fuels Ltd.  
Tim Hortons

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## FRIENDS of the UNITED WAY

Arthur J. Gallagher Benefits & HR  
Coldwell Banker MB Green Realty  
CRM Dental Ltd.  
Kent MacDougall, CA Incorporated



## Golf Fore Change

A & W Restaurants  
Abercrombie Golf & Country Club  
Adventure Motors  
Advocate Printing  
Anchor Motors  
Anderson's Creek / Green Gables Golf Courses  
Antigonish Golf & Country Club  
Atlantic Insurance Brokers Ltd.  
Big 8  
Blaine F. MacLane Excavation Limited  
Bombers Club  
Brownstone Cafe  
Ceilidh Honda  
Chediac BrandSource Home Furnishings  
CIBC Wood Gundy  
Coldstream  
Comfort Inn  
Connors Transfer Ltd.  
Dairy Queen, New Glasgow  
David Whittemore Financial  
deCoste Centre  
East Coast Credit Union  
Global Pet Foods  
Grant Thornton  
H&R Music  
Hector Building Supplies  
Heidi Zinck Master Aesthetician & Electrologist  
Highland Eye Care  
Highland Nissan  
IG Wealth Management  
J.R. Rahey's  
L.A. Massage  
Lawtons  
Leck and Curley Financial Services  
Leslie's Finery Ltd.  
Liscombe Lodge  
MacGillivray Fuels  
MacLeod Lorway Insurance  
Mamatsu Fresh Asian Kitchen  
Maritime Auto  
Maritimes and Northeast Pipeline (Enbridge)  
Martock  
McKeans Flowers  
Medical Hall Pharmasave  
Michelin Pictou County  
Molson-Coors  
North Nova Seafoods  
Northumberland Ferries Limited  
Oaklawn Farm Zoo  
Parrsboro Golf Club  
Pictou County Solid Waste  
Pictou County Yoga  
Pizza Delight  
Proudfoot Motors  
Proudfoots Home Hardware  
Quick Lane Tire & Auto Centre  
S.W. Weeks Construction Ltd.  
Saltscapes  
Sobeys  
Speedy Glass  
Steinhart Distillery  
Subway  
Suntime Pools & Spas  
Swiss Chalet  
The Brick  
The Shoebox Cantina  
The Spot Pub & Grill  
Tim Hortons  
Truro Golf Club  
Turning Point Real Estate  
Via Rail  
Water 'N Wine  
Wearwell Garments  
White's Custom Cresting  
YMCA of Pictou County



# 2022 Special Friends of the United Way of Pictou County

## 2022 HOLIDAY TOY DRIVE

Pictou County's Q97.9 and 94.1 The Breeze, teamed up with the United Way of Pictou County and the Nova Scotia Jeep Club North Nova Chapter to present the **2022 Holiday Toy Drive!** Staff from Q97.9 along with staff and volunteers from The United Way and the North Nova Jeep Club, braved the weather on December 1st, 2nd and 3rd to collect toys at Canadian Tire in New Glasgow. The end result? Over \$15k worth of toys, clothing and sports equipment was collected and then provided free to local charities to support families in need during the holidays! Thanks to everyone who volunteered and donated!

Special thanks to:  
Canadian Tire  
Q97.9

The Nova Scotia Jeep Club, North Nova Chapter  
The Calendar Club, Highland Square Mall  
Neezies



## 2022 CHRISTMAS RA

Anonymo  
Highland  
Nova Scotia Museum of Industry  
Sobeys

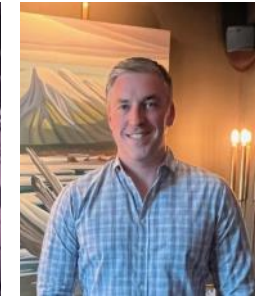


# 2022 Campaign Results

## 2022 Leaders of the Way

Leaders of the Way	\$	193,869
GenNext	\$	19,110
<b>LEADER TOTALS</b>	<b>\$</b>	<b>212,979</b>

*Leaders totals are included in the following overall campaign totals*



**WE ARE ALL  
UNITED IN  
COMPASSION!**

Please consider a leadership gift so we can keep our community strong, connected and supported now, and for years to come!

**Leader-of-the-Way Levels of Distinction:**

**Bronze** \$500-\$749

**Silver** \$750-\$999

**Gold** \$1000-\$1,499

**Distinction** \$1,500-\$1,999

**Excellence** \$2,000 +

**GenNext** We are the next generation of Pictou County leaders who are driven by our shared interest in the ongoing development and success of the place we call home. **\$ amount by donor choice**

## 2022 Campaign Results

Local Private Organizations	\$	138,691
National	\$	0
Banks and Insurance	\$	39,069
Professional and Leaders	\$	137,733
New Accounts	\$	34,630
Public	\$	50,905
Nova Scotia Government Employees	\$	12,241
Government of Canada Employees	\$	4,405
Residential	\$	7,835
<i>Special Events and Promotions</i>		
Christmas Cupcake Decorating	\$	525
Hot Spot Parking	\$	34
<b>TOTAL FUNDS RAISED</b>	<b>\$</b>	<b>426,068</b>
<i>Less: donor designations to other charities</i>	\$	12,417
<b>TOTAL FOR COMMUNITY INVESTMENT</b>	<b>\$</b>	<b>413,651</b>





# Treasurer's Report 2022

## Treasurers Report 2022

On behalf of our Board of Directors, I am pleased to present the 2022 Treasurer's Report. This report provides an overview and comments on the 2022 financial performance of the United Way of Pictou County.

To start, I would like to thank all our donors for their continued support throughout another challenging year as we navigated through a turbulent economy fueled by inflationary pressures. In 2022, the United Way of Pictou County received cash donations in the fiscal year totaling \$410,000 which was a decrease of \$37,000 over 2021. The total revenue line shows an increase of \$51,000 from 2021 which is due largely to funds received to assist the community with Hurricane Fiona recoveries.

Total support to the community was \$488,000 in 2022 which was an increase of \$130,000 from 2021. The increase in support to the community can be attributed to strong donor campaigns and the utilization of cash earmarked to fund our three-year food security program. Overall, the organization finished the year with a net loss of \$102,000 as cash was disbursed throughout the year to fund the second year of our three-year food security program.

The bank balance at the end of 2022 was \$344,000, which is up from the \$244,000 for 2021. At the end of 2022, the United Way also had investments totaling \$29,000 compared to \$148,000 in 2021 as the United Way elected to preserve capital held in investments during a period of market volatility.

I would like to thank all the board members and a special thanks to Darcy and Danielle for their dedication in making the United Way of Pictou County a continued success.



Sincerely,

The financial statement is taken from the United Way of Pictou County's audited financial statement for the year ended December 31, 2022. The statements were prepared by MacDonald & Murphy Inc. Chartered Accountants and approved by the United Way of Pictou County's Board of Directors on May 17, 2023.

To request a complete set of audited financial statements, please contact the United Way of Pictou County office at 902-755-1754 or

# Statements of Revenues and Expenditures

<b>Revenue</b>		
Fundraising revenue	\$ 409,784	\$ 447,051
Hurricane Fiona Emergency Funds	61,000	
Province of Nova Scotia - Food Security	20,000	
Community building initiatives (Note 12)	8,831	6,282
Community management fees	5,000	
	<u>504,615</u>	<u>453,333</u>
<b>Expenditures</b>		
Fundraising expenses (Note 13)	<u>102,446</u>	<u>79,662</u>
<b>Net revenues available for programs</b>	<u>402,169</u>	<u>373,671</u>
<b>Support to the Community</b>		
Community building initiatives (Note 12)	11,490	12,365
Community investment process (Note 13)	90,469	67,699
Designations to other United Way locations		35,000
Donor designations	2,616	13,221
Funded programs	302,078	229,732
Funded programs - Food Security	20,000	
Funded programs - Hurricane Fiona	61,000	
	<u>487,653</u>	<u>358,017</u>
<b>Excess (deficiency) of revenue over general operating expenditures from operations</b>		
	<u>(85,484)</u>	<u>15,654</u>
<b>Other income</b>		
Investment income	2,093	4,719
Unrealized gain (loss) on investments	(19,274)	4,971
	<u>(17,181)</u>	<u>9,690</u>
<b>Excess (deficiency) of revenues over expenditures</b>	<u>\$ (102,665)</u>	<u>\$ 25,344</u>

# Investing in Our Community

Unleashing our local love, one generous act at a time. The ongoing support of our donors has allowed the United Way of Pictou County to exceed our campaign goal and raise \$426,068 to support social service organizations throughout our community. Our dedicated Community Investment Committee (CIC) has worked tirelessly to invest donor dollars in a network of solutions that will generate meaningful and measurable positive impacts.

The CIC is comprised of community members selected at large, to review and evaluate the funding applications received by the United Way of Pictou County. The Committee is responsible to determine which agencies are to receive funding, the amount allocated, and any conditions related to the funding. The recommendations are put forth to the Board of Directors for final considerations and approval.

The 2022 Community Investment Committee consisted of:

Chair - Laura Clarke, Board Member

Trudy Teed, Board Member

Leslie Otter, Community Member

Matt Craig, Community Member

Melissa Thompson, Community Member

As the Chair of the CIC, I would like to thank my fellow committee members for their dedication in reviewing applications this year. The CIC recommended, and the Board of Directors approved and allocated funding to a total of 22 agencies.

In addition, United Way of Pictou County continued to support 26 deserving organizations as part of our 3-Year \$300,000 Food Security Program. The program, in its second year provides ongoing support to local initiatives, programs, and organizations that assist individuals in accessing and obtaining nutritious and culturally appropriate food to live healthy, active lives.

The contributions of our donors directly support the ability to fund 48 programs and initiatives with 32 partners that continue to positively impact the diverse needs of Pictou County residents.

On behalf of the CIC, I would also like to extend our appreciation to Executive Director, Darcy MacDonald and the dedicated staff for their support in supporting the organizations.



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 change in Pictou County.

## **Community Consultations**

In 2022, the United Way of Pictou County continued to connect with local non-profit agencies, community partners, the education sector, donors, residents, businesses, and representatives from all levels of government to ensure that we understood their views on the most relevant needs in Pictou County.

We continued to play a vital role in the sector to ensure our renewed commitment to making positive, sustainable impacts on our community. The result of these actions have allowed us to focus on those areas where the most beneficial difference can be made.

We continued to be positioned to make viable investments in our community and are optimistic about the future as we build new, and maintain present relationships to tackle the most persistent issues in Pictou County.

The United Way of Pictou County realizes that all of these **#UNIGNORABLE** issues prevent far too many individuals and families from getting ahead. 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, DOMESTIC VIOLENCE, EMPLOYMENT, and EDUCATION EQUALITY.**

Tackling the  
**#UNIGNORABLE**  
local issues





The background features a large, faint logo consisting of a hand with fingers spread, holding a multi-colored rainbow. The logo is centered and serves as a backdrop for the text.

**IN TOTAL**

**48**

**LOCAL PROGRAMS / SERVICES  
FUNDED IN 2022**

**26-Food Security Program Approvals**

# 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

We are very proud to continue 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, and ultimately thrive!

**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

## 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

# 22 Community Investment Approvals

## **A.G. Baillie Memorial School (CCRCE)**

- School Backpack Program
- Summer Backpack Program

## **Autism NS—Pictou Chapter**

- Program Facilitator

## **Big Brothers Big Sisters**

- In School Mentoring Bin Replenishment

## **CHAD Transit**

- Sunday Drives for Seniors/Socially Isolated

## **Dr. WA MacLeod School (CCRCE)**

- DWAM Summer Fresh Program

## **Family Services of Eastern NS**

- Family Subsidy Program

## **Frank H. MacDonald Academy (CCRCE)**

- Frank H Lunch/Snack Program

## **G.R. Saunders Elementary School (CCRCE)**

- Play Pals Program

## **Highland Community Residential Services**

- United in Friendship
- Social Connects

## **Nova Scotia 211**

- General Operations

## **McCulloch Elementary School (CCRCE)**

- Food Backpack Expansion Program

## **New Glasgow Academy (CCRCE)**

- Panther Pantry Free Lunch Program

## **Pictou Academy (CCRCE)**

- Wellness Day

## **Pictou County Council of Seniors**

- Pictou County Seniors Outreach Program

## **Pictou County Women's Resource and Sexual Assault Centre**

- Girls Leadership Program

## **Riverview Volunteer Home Association**

- Art Therapy To Improve Mental Health

## **Scotsburn Elementary (CCRCE)**

- Calming Corner/Hot Lunches

## **The John Howard Society of Nova Scotia**

- WRAP Program

## **Trenton Middle School (CCRCE)**

- School Backpack Program

## **West Pictou Consolidated School (CCRCE)**

- School Backpack Program

# 2022 United Way Campaign



## THE 2022 ANNUAL CAMPAIGN RESULTED IN ANOTHER RECORD-SETTING YEAR—\$426,068 RAISED!

Front row (l-r): Danielle Tobin, Administrative Coordinator, Matthew Connors, GenNext Chair; Darcy MacDonald, Executive Director; Chantal Barker, Leaders-of-the-Way Co-Chair; Kyle Quigley, Board of Directors (BOD); Ginger Fitt, BOD; Elaine White, Resource Development and Joe Edens, Michelin (#1 Workplace).



**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**