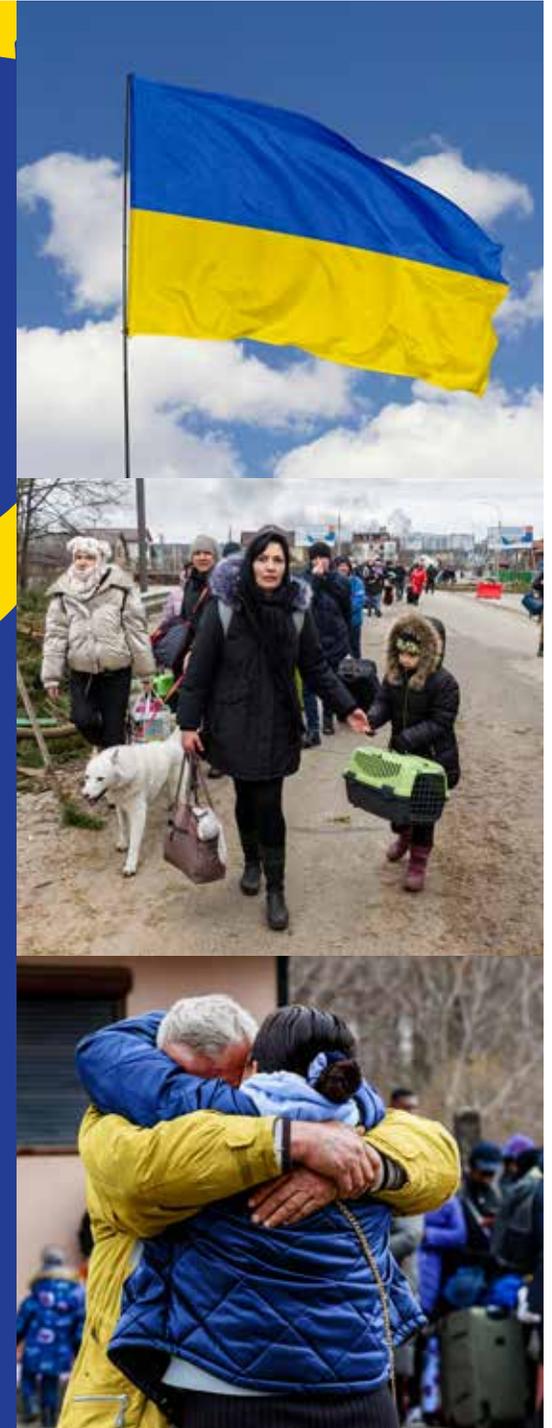


**Greater Moncton and  
Southeastern New Brunswick  
Give Back**

THE CAMPAIGN FOR  
FAMILIES  
FLEEING  
THE WAR IN  
UKRAINE





## The need is urgent. Your help is needed.

Imagine sending your child to school wearing a sticker to quickly identify their blood type in case of a bombing.

Imagine your child being forced to ride on the outside of an enemy tank, to be used as a human shield.

Imagine losing your friends, your partner, your children during an attack by a neighbouring country.

Imagine your home being turned into a pile of rubble, flattened to the ground in an instant.

Imagine fleeing with your children and aging family members, while the able-bodied men stay behind to stand and fight for your country.

Imagine having to run with what is left of your life with just the clothes on your back, not knowing if you will ever see your loved ones again.

This is happening right now for millions of Ukrainians.

Ukrainians fleeing war will be coming to Canada, mainly women, children and the elderly. Hundreds of them will be coming to Southeast New Brunswick in the coming weeks and months.

Some have already arrived over the past few days. They are here now and need our help.

They arrive, for the most part, with no money, no food, the clothes on their backs, low language skills and no work. They need all of this and:

- Housing
- Jobs
- Furnishings
- Childcare
- Transportation
- Legal assistance
- Medical care
- Language training
- and much more.





## 100% of your donation will go to support families fleeing war.

After two years of absence, Greater Moncton Gives Back returns under the Greater Moncton and Southeast New Brunswick Give Back banner, sponsored by the Chamber of Commerce for Greater Moncton and BrainWorks in cooperation with the United Way of Greater Moncton and Southeastern New Brunswick

The goal of the campaign is to raise a minimum of \$1 million in funds to support resettlement of Ukrainian families fleeing war who will reside in Southeast New Brunswick. (It should be noted that donors will also have the option of allocating a percentage of their donation to go to humanitarian aid in Ukraine or to support other new immigrants and refugees to our region who also need support.)

One hundred percent of the funds raised will go towards these campaign goals as the United Way of Greater Moncton and Southeastern New Brunswick is waiving any administration fees. - and, Brainworks and CCGM will also waive all fees associated with their involvement in the campaign. Again, the entire campaign will operate entirely at no cost - all costs will be donated or waived.

As leaders in business and in the community at large, we ask you to donate generously in support of the Ukrainian people fleeing war who have arrived and continue to arrive every day.





## Frequently Asked Questions:

### **Q: Where and to whom will the money be going to exactly?**

**A:** The funds will be carefully and professionally disbursed through the United Way of Greater Moncton and Southeastern New Brunswick to support people fleeing war overseas - based on applications received from various support agencies in the southeast of the province.

### **Q: What will it be used for?**

**A:** The funds can be used to help newcomers in many ways - housing, food, transportation, clothing, education, medical and other resettlement and living costs.

### **Q: Why is the United Way involved?**

**A:** Because of its excellent track record over many years for integrity, efficiency, capability and knowledge - and, because they when asked, they offered to provide services at no cost.

### **Q: How much is this all costing?**

**A:** No out-of-pocket expenses are charged to the campaign - none at all. And again, all administration costs are being donated. 100% of the money donated will go to support newcomers fleeing war.

### **Q: Aren't there already plenty of Government Programs to do all of this re-settlement work?**

**A:** Yes, there are a number of government programs but none are providing anywhere close to sufficient funds to address the many needs.

### **Q: When are all these refugees arriving?**

**A:** Some have already arrived. More are on their way with others following. The need is right now, today.

### **Q: How many refugees will there be coming to our part of the province?**

**A:** The quick answer is "hundreds". That said, it is a bit of a moving target. Many are either already here or on their way - fleeing the war. In total, we expect about 500 to arrive in the southeast region over the coming months.

### **Q: How much money are we trying to raise?**

**A:** Our minimum goal is \$1 Million but we will raise as much as we can over the next couple of months.

### **Q: How much should I be donating?**

**A:** That is entirely your choice. This is mostly a "Major Donors" campaign at this time. Some have already donated very generously.

### **Q: Is the donation tax deductible?**

**A:** Yes, entirely. That is one of the reasons that the United Way is involved. The United Way is a Registered Canadian Charity and as mentioned they will do all of the administration of the funds - including issuing charitable receipts. Again, at no cost. - The United Way has donated that service to the campaign.

### **Q: Why is this called a Major Donor Campaign?**

**A:** Actually, for the first couple of weeks the campaign will focus on the major donor part of the campaign. Another part of the campaign will start later on in April. But, the answer to the question is - because we are asking people for a lot of money.

### **Q: Have any funds been donated yet?**

**A:** Yes, roughly \$200,000 has already been pledged by various donors?

### **Q: Will there be a donor recognition program?**

**A:** Yes, for certain. Donors will be recognized publicly with their permission.

### **Q: How will donors actually donate their funds.**

**A:** There are a number of ways to get a donate funds to the United Way Ukrainian campaign. The Pledge Form outlines the various methods of payment.

### **Q: If a donor prefers their funds to help other newcomers or to go overseas, can they do that?**

**A:** Yes, the Pledge Form will make it clear how to do that.

## Honorary Co-Chairs



Danica Lahanky



Gordon Lahanky

**“Heartfelt appreciation to all those supporting Ukrainians with such wonderful HOPE.**

**Canada symbolized Freedom & Opportunity to our parents and we pray for Ukraine’s right for Freedom. Slava Ukraini!”**

*- Danica Lahanky Carroll & Gordon Lahanky*

## Campaign Co-Chairs



Tracy Clinch



Luigi Rocca

**“The look on the faces of women carrying their children, holding onto a leash with a dog or two, each person trying to drag a suitcase across the borders, are images that will stay with us all forever.**

**These families coming to Greater Moncton and Southeast New Brunswick are coming with nothing, literally the only things they could carry out of their homes. But, they do have their hope and their determination to find peace, freedom and a new home.”**

*- Tracy Clinch*

**“Watching the human catastrophe unfolding in Ukraine has been extremely distressing to me. I have felt an overwhelming urge to do something so when I was approached about co-chairing a fund raising campaign to help Ukrainian families, I immediately said yes.**

**As a child of immigrants, I know all too well the challenges my parents faced raising a young family in a new country.”**

*- Luigi Rocca*

## Campaign Cabinet Members

- Mike Jenkins
- Jean Marc Delaney
- Brian Cormier
- David Hawkins
- Lorrie Hawkins
- James McKenna
- John Wishart
- Brad LeBlanc
- Larry Doherty
- Jamie Smith
- Susy Campos
- Brian Murphy
- Greg MacLean
- Chuck Steeves
- Jim Dixon
- Paddy Woodford
- Jim Lockyer
- Dale Ritchie
- Ian Franklin
- Monica Barley
- Denis Foulem
- Liz Rybak
- Tyson Milner





**Myla Muntyan**  
President of Ukrainian  
Club of Moncton  
and Member of the  
Honorary Cabinet



**“Four and a half million Ukrainians have already left their homeland in a search of safety. Let’s welcome those who choose to make New Brunswick their new home and help them during the darkest time - to get on their feet so they can stay here and become part of our community.”**

*- Myla Muntyan*

## Members Honorary Cabinet

- Herménégilde Chiasson
- Dennis Cochrane
- Aldéa Landry
- Doug Bradshaw
- Mayor Dawn Arnold
- Mayor Yvon Lapierre
- Mayor Andrew Leblanc
- Anne Poirier-Basque
- Robert Basque
- Myla Muntyan
- Pierre-Marcel Desjardins

## Co-Executive Directors



**John Wishart**  
CEO, Chamber  
of Commerce for  
Greater Moncton



**Debbie McGinnis**  
CEO, United Way  
Greater Moncton  
& SENB



**Brad LeBlanc**  
Founding Partner,  
BrainWorks  
Marketing



**David Hawkins**  
Founding Partner,  
BrainWorks  
Marketing

## How to donate:

The United Way of Greater Moncton & Southeastern New Brunswick has offered to process your donation to support humanitarian efforts in respect to the Ukrainian Crisis - at no cost for either processing or administering donation funds.

Donations may be made several ways, as follows:

- **Cheque:** Donations can be made by personal or company cheque:
  - Give your cheque to your campaign representative who will get it to us.
  - Drop your cheque off at the United Way office or it can be sent by mail, address below.
- **Online:** Donations can easily be made online through the United Way “Donate” button.
  - Your donation will flow through Canada Helps. [gmsenbunitedway.ca](https://gmsenbunitedway.ca) (There you will find both credit card and PayPal options)
  - Please note in the message box that the donation is for Ukraine SENB support - specifically for newcomer to Greater Moncton and Southeast New Brunswick.
- **Credit Card:** Donations can be made through credit card either by coming to the United Way office in downtown Moncton or calling the office - address and phone number below:

*United Way of Greater Moncton & SENB  
22 Church Street, T210  
Moncton, NB E1C 0P7  
Telephone number: 506-858-8600*

- **E-transfers:** Can be sent directly to [finance@moncton.unitedway.ca](mailto:finance@moncton.unitedway.ca)

*NOTE: In all cases, please be sure that the United Way has your name and address.*

Again, especially for online transactions, please note in the message box your name and address for receipting purposes and that the donation is to support the Ukraine-SENB humanitarian effort.

As well, while the specific focus of this campaign is to support newcomers fleeing war in Ukraine and settling in Greater Moncton and Southeastern New Brunswick, should you wish that a portion or all of your donation be allocated to support Ukrainians who are still overseas in a war zone, or newcomers arriving from other parts of the world, please specify that.

**CHARITABLE NUMBER - for The United Way of Greater Moncton & Southeastern New Brunswick is #11927 8455 RR000.**

[www.UkraineSENB.ca](http://www.UkraineSENB.ca)



# THE CAMPAIGN FOR FAMILIES FLEEING THE WAR IN UKRAINE

[www.UkraineSENB.ca](http://www.UkraineSENB.ca)

## If I want to donate, what do I do?

The best way to do that would be one of the following -

If you know someone who is working on the campaign (they are all listed in this booklet) - just email, txt or call that person directly and that will start the process.

Or, you can email or call the Chamber of Commerce for Greater Moncton and enquire at:

**(506) 857-2883 or [info@ccgm.ca](mailto:info@ccgm.ca)**