



Who We Are...

United Way of Newfoundland and Labrador is one of 115 local United Ways – these local United Ways are organizations who build upon the strength of volunteers and voluntary action by engaging the entire community for the benefit of the whole community.

Each United Way is governed by an autonomous, local Board of Directors who, together with volunteers and staff, help build caring communities and respond to a broad range of human needs.

United Way of Newfoundland & Labrador is staffed by a talented group of professionals, leaders in the not-for-profit sector, who work with volunteers from throughout the community to meet fundraising goals and ultimately enhance the neighbourhoods and communities around us.

United Way of Newfoundland and Labrador was launched in March 2005 as United Way of Avalon – an initiative spearheaded by the Avalon-area Rotary Clubs.

Our Work...

Despite its youth as an organization, our local United Way has successfully completed six major annual workplace campaigns, which has raised a growing amount of funds each year. The total result of these campaigns to date is just over **\$4,000,000**.

As an organization we have identified six main priorities - Opportunities for Children and Youth; Individual Health and Well Being; Services for Seniors; Intervention and Support; Social and Economic Enhancement; and Community Support Services.

As local United Ways we are focused on increasing the organized capacity of people to care for one another.

We strive to create a common ground where labour, business, community leaders, and government come to the table to identify needs and solve problems.

Our Dream...

It is our dream to build a community by meeting immediate needs and investing in initiatives that examine the root causes behind those needs. For example, while we know the value and urgency of helping a youth in crisis we will also work to identify them while they are in crisis and help young people build skills for a lifetime of independence and resilience.

We aim to connect with the issues affecting those in our community and to provide solutions creating healthier, stronger communities.

Give. Volunteer. Act.



United Way
Newfoundland
and Labrador
Change starts here.

The Impact of the Hebron Development

The Hebron Development is a project undertaken by an agreement between the Province of Newfoundland and Labrador, Chevron Canada Limited, ExxonMobil Canada Properties, ExxonMobil Canada Ltd., Statoil Hydro Canada Ltd. Petro-Canada and the Oil and Gas Corporation of Newfoundland and Labrador Inc. The Hebron Project holds huge potential to have a significant economic impact in this region through employment generation, new business start-ups and business expansions as a result of spin-off opportunities.

With the positive impacts that will undoubtedly come with Hebron, so too will come increased needs in the community. We have worked closely with Exxon Mobil and its employees in recent years as community donors and volunteers and we look forward to working with the Hebron Project team as it brings jobs and opportunities to the province and to continue to work together to identify and meet the needs of the community.

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Ultimately the goal is to encourage all partners of the Hebron Development to ensure that while they are supporting the economic benefit of the community, that a compassionate lens is given to mitigating any challenges that come with this economic wealth.

To that end, United Way would like to profile ExxonMobil's current community involvement, and how they have supported programs and services that are assisting with some of those most vulnerable in our communities. The connection may not always be direct, but be assured that through the economic benefits to some, those individuals and community groups that are already living on the margins of society will not see the same level of benefit as everyone.

The Exxon Mobil Example

Newfoundland & Labrador's culture of philanthropy is thriving, especially in the new economy that has developed over the course of the last decade due to new energy resources and development. Individuals in our province continue to be among the most generous donors in the country, and corporations are following suit. United Way of Newfoundland & Labrador is happy to partner with an organization that has, at its core, employee involvement and engagement as a part of its community investment strategy.

Philanthropy is defined as voluntary action for the public good. Within United Way we use the call to action: **Give. Volunteer. Act.** in recognition that not all contributions to build better communities are financial gifts.

GIVE. United Way of Newfoundland & Labrador is a relatively new player in the charitable sector in our province, having officially launched just over 6 years ago. Since that time, the organization has facilitated individual and corporate giving in excess of \$4 million. Over \$1 million has come directly from ExxonMobil Canada (EMC) and its employees.

VOLUNTEER. EMC exemplifies this definition. Through their United Way campaign, they facilitate employee giving, and encourage it through their matching gift program. Employee giving up to \$100,000 is matched, dollar for dollar by ExxonMobil. This method of encouragement inspires their employees to become involved in their community through gifts of money. They also encourage gifts of time. United Way held its inaugural Day of Caring™ in June of 2011, and just as ExxonMobil is an important factor in United Way's campaign success, the Day of Caring™ event participation was no different. Over 120 Exxon employees participated, and contributed their time and energy to ensure the projects being done throughout the city were successful.

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ACT. The executive leadership and essentially all staff support United Way specifically, but their community more generally. Employees are given the opportunity to spend time on volunteer activities or community impact work. Each year a different employee is nominated to be the internal United Way chair and that individual leads the campaign from within – with the full support of the management team. Without this support, it is apparent that the ExxonMobil Canada campaign would NOT be the leading public workplace contributor to United Way’s campaign.

Their level of engagement does not stop there. ExxonMobil Canada President Meg O’Neill is the Vice-Chair of the 2011 United Way Campaign, and will be Chair for 2012. Ms. O’Neill’s leadership, and ExxonMobil’s unwavering commitment to United Way has already resulted in an increase in activity within the community. As United Way continues to work to increase its brand recognition, ExxonMobil has supported our endeavours. As an example, in September 2011, ExxonMobil facilitated bringing the President & CEO of Imperial Oil Canada to St. John’s for a speaking engagement. This facilitated a unique partnership between ExxonMobil, United Way, the St. John’s Board of Trade and Newfoundland & Labrador Offshore Oil Industries Association (NOIA) for a luncheon that discussed the broad subject of corporate sustainability and corporate social responsibility within the oil sands, but also discussed in a large way how ExxonMobil, Esso and Imperial Oil support United Way in the communities in which they operate.

In addition, ExxonMobil was the host for a Leadership Breakfast event the same day, with Mr. March as the keynote speaker. United Way’s donor levels include recognition for those that give at the \$1,000+ level. In 2010, there were 103 “Leaders” for our campaign, and 46 of those came from ExxonMobil and its partner companies. In addition to the financial investment, the breakfast was a new initiative to recognize the donors and to inspire others to give.

ExxonMobil’s commitment to community is evident not just in their support for United Way in our province, but through the many other activities and organizations that are benefitting from Exxon’s dedication to being a good corporate citizen. ExxonMobil’s own corporate and community investment strategy statement highlights this. Their goal is to invest in communities, and within that to pursue long-term projects with strategic goals that are aligned with global and social priorities as well as their business strengths. ExxonMobil seeks to have a more meaningful impact by focusing the majority of their spending on significant challenges in the regions where they operate. Their investments in Newfoundland & Labrador are significant, and too numerous to list individually. ExxonMobil has demonstrated a philanthropic vision that understands the complex needs of each community, tailoring their investments for the local markets. Within Newfoundland & Labrador, their investments to organizations like United Way will have positive and long lasting social impacts. They truly exemplify the generosity of spirit that defines true philanthropy.

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Within that list of charitable groups that have benefitted from ExxonMobil's generous spirit are Memorial University & the College of the North Atlantic. Recognizing the importance of increasing the diversity of the workforce within the Oil & Gas sector, ExxonMobil sought to establish an innovative means to address this issue. With the support of the co-venturers in the Hebron Project, ExxonMobil's identification of this workforce concern was key to supporting a new scholarship program. The Hebron Project Diversity Scholarship Fund was established in early 2011, and endowed at \$1.5 million. The Scholarship Fund is aimed at supporting education for women, Aboriginal Peoples, persons with disabilities and members of visible minorities. The funds are split evenly between students attending Memorial University and College of the North Atlantic.

ExxonMobil Canada and the Hebron co-venturers believe that supporting diversity is a key factor for the long-term success of the industry and creating an environment that supports diversity will help to increase the pool of candidates for hiring and promote a more diverse workforce in our industry. Also, in response to a need for more public education about the industry, ExxonMobil partnered with the Johnson GEO Centre to develop a new Oil & Gas Gallery and to initiate and sponsor travelling exhibits from elsewhere in Canada. The Oil & Gas Gallery is a unique, hands-on educational tool that allows visitors to step onboard an oil platform, and experience a day in the life of the offshore industry with the ExxonMobil Oil and Gas Gallery. The educational component allows visitors to understand how oil and gas has changed the way we live and to learn about oil and gas exploration, development, production and transportation.

Our goal today is not to solicit donations or specific involvement with United Way. Rather our intention is to highlight the needs that each of the Hebron Development co-venturers should be aware of, and to encourage their active involvement in the communities in which they are now living and working. Compassionate and committed corporations make our communities better places to live, and with a dedicated social responsibility plan many of the social issues that will develop or increase over the course of the project can be mitigated and in some cases resolved.

The choice of the Hebron co-venturers to **Give. Volunteer. Act.** is one that will make change happen.

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