

FOREVER FUND

2025

YEAR IN REVIEW

THE ENDOWMENT FUND OF THE UNITED WAY OF CENTRAL NEW BRUNSWICK



WELCOME REMARKS

PRESIDENT

This past year has been one of steady progress for the Forever Fund as we continue building a lasting legacy of support for the United Way and the communities of Central New Brunswick. The generosity of our donors and the commitment of our board ensures that the Fund remains a stable and sustainable source of support for years to come.



Our board remains the foundation of this work, and this year brought both continuity and renewal within our leadership.

- **Marley McLellan** joined the Executive as Secretary, and we are grateful for the perspective and energy she brings to the role.
- We also extend our sincere thanks to **Ruth Preston** for her many years of dedicated service as Secretary.
- Midway through the year, **Ali Ferris** stepped into the role of Treasurer, providing steady financial leadership and continuity within the Executive.
- We were also pleased to welcome **Haridas Patel**, **Oluchi Ononiwu**, and **Joe Amirault** to the Board of Directors. Their experience and enthusiasm have already strengthened our discussions and planning.
- As the year concluded, we thanked **Kate Bao**, **Andrew Russell**, and **Joe Amirault** for their contributions and service to the Forever Fund.

We also marked an important leadership transition within the United Way as we welcomed **Ben Harrison** as Executive Director. His leadership comes at a significant time as the organization continues to evolve following regional amalgamation while maintaining a strong focus on serving Central New Brunswick.

On behalf of the board, I would like to thank our donors, volunteers, and community partners for their continued commitment to the Forever Fund. Your generosity and leadership are what make this work possible.

Together, we are helping ensure that the spirit of giving in our community continues to support vital programs and services for generations to come.

A handwritten signature in black ink that reads "Patricia Seaman".

Patricia Seaman
Forever Fund President

REFLECTIONS ON A YEAR OF GROWTH AND IMPACT

ENDOWMENT OFFICER

Building on the momentum of 2024, the Forever Fund strengthened stewardship, partnerships, governance, and the systems that support long-term endowment growth.

Stewardship remained central to our work. Community engagement and conversations about planned giving helped reinforce the importance of long-term investment in our region. The annual **Garden Party** welcomed Friends of the Forever Fund and past board members, providing an opportunity to reconnect with supporters whose generosity sustains the endowment.



Governance was strengthened through contributions to by-law review discussions and improved information sharing with committees and leadership, ensuring strong oversight and effective decision-making. **Operational improvements** also enhanced the Fund's reliability and transparency. SharePoint continued to evolve as a collaborative space for records and meeting materials, while the digitization of historical documents is preserving the Fund's history and strengthening continuity.

Professional development remained a priority. Participation in the Canadian Association of Gift Planners National Conference in Edmonton provided valuable insight into emerging trends in legacy giving and donor engagement.

This year we also remembered two long-standing Friends of the Forever Fund, **Bill Matthews** and **Winston Mitchell**, whose generosity helped shape the Fund's legacy.

As the year closed, holiday outreach once again provided an opportunity to reconnect with Friends of the Forever Fund and express our sincere gratitude for their continued support. Looking ahead, we remain committed to ensuring donor generosity continues to create impact for generations to come.

A handwritten signature in black ink that reads 'Doubra Ifebueme'.

Doubra Ifebueme
Forever Fund Endowment Officer

2025 IN REVIEW

BOARD ACTIVITIES & COMMITTEE REPORTS

DONOR RELATIONS

The Donor Relations Committee operates with a goal of expressing appreciation for our donors' philanthropic giving and ensuring that they have an opportunity to maintain their involvement with the Forever Fund.

To that end, the committee hosted a **Garden Party** in the beautiful gardens of **Astrid and David Wade's** home, where donors, board members and guests had an opportunity to mingle and listen to the inspiring words of our guest, **Michelle MacKay** of the **United Way**, who spoke about the impact that the Forever Fund has had on our community.

At Christmas time the committee delivered branded wine caddies to our donors to brighten their holidays and to demonstrate our sincere appreciation for their unwavering support.



*Top Photo (Left to right):
Forever Fund co-founder Lydia LaPointe, CLU, Ch. F. C.,
Sherri Hatheway, Dan Nicholson, Cindy Pope, and Patricia
Seaman; a performance by The Wade Brothers; and Lydia
with cake to celebrate the occasion!*

The Donor Relations Committee is responsible for maintaining and building strong relationships with Forever Fund donors. Whether it be delivering “thank-you” gifts, sending special invites to events or mailing holiday cards, the committee’s focus is to make our exceptional donors know how their investment will keep on giving for years to come.

2025 IN REVIEW

BOARD ACTIVITIES & COMMITTEE REPORTS

INVESTMENT

The Forever Fund continued to see strong returns in 2025. With prudent financial practices, and dedicated supporters, we can continue our vital support for the United Way's work across Central New Brunswick. Our portfolios with **Fredericton Community Foundation** (53%), **CIBC Wood Gundy** (46%), and **IG Wealth** (1%) performed well, with returns that will support future contributions to the United Way.

The Investment Committee continues to work diligently to ensure our funds are managed responsibly and act in accordance with the board-approved **Investment Policy and Cash Management Policy**.

The Forever Fund Endowment Fund ended the March 31, 2025, fiscal year with a **total investment portfolio balance of \$3.7 million** and consistent returns of approximately 11%. In addition to the contributions of many long-term supporters, the Forever Fund received another **substantial donation of just over \$100,000** in 2024-25.

The Investment Committee meets with the external fund managers throughout the year and would like to recognize their teams for the work they do to protect our investments so that the Forever Fund can continue to grow and support our community.



TREASURER

On behalf of all Forever Fund donors, the Forever Fund was proud to make our **largest donation to date - \$148,000** - to the United Way Maritimes.

This amount exceeds last year's contribution by \$11,500. The donation will enable United Way to support local initiatives addressing needs within our community.



Forever Fund President Patricia Seaman receiving the **Top Community Fund Contributor Award** from Ben Harrison at the United Way's Campaign Celebration Event in April.

VIEW OUR LATEST FINANCIAL STATEMENTS AT WWW.FOREVERFUND.CA

2025 IN REVIEW

BOARD ACTIVITIES & COMMITTEE REPORTS

GOVERNANCE

Our Governance Committee made slow progress in updating our bylaws and policies. While the project has faced delays, we are actively collaborating with legal advisors to ensure completion by mid-2026.

With much help from our Endowment Officer, we are continuing the process of developing written policies, procedures, and detailed role descriptions to further strengthen our governance framework.

We are also in the process of developing a Gift Agreement template.

View our Strategic Pillars at www.foreverfund.ca/strategic-pillars

NOMINATIONS

In 2025 the Nominations Committee was proud to nominate two new board members, **Ashley Kumar** and returning board member **Christine Little** who were approved at the Annual General Meeting (AGM). They have already brought fresh energy to our team.

We retained **Patricia Seaman** for her third year as President; **Misty Wade Hovey** as Vice-President; and **Ali Ferris** who stepped in as Treasurer and **Marley Mclellan** as Secretary, succeeding **Ruth Preston**, who has selflessly held the position for quite some time.



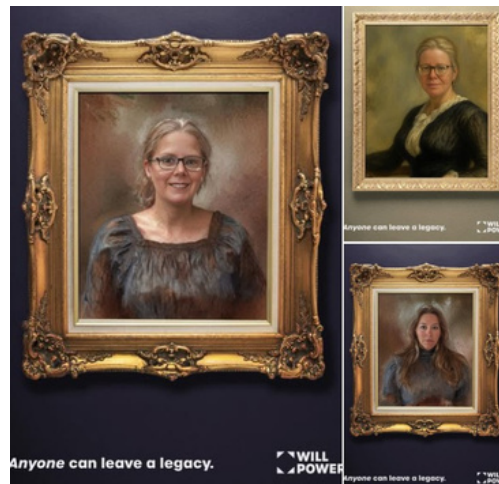
2025 IN REVIEW

BOARD ACTIVITIES & COMMITTEE REPORTS

COMMUNICATIONS & MARKETING

The Marketing and Communications Committee repackaged our existing Brand Story and Guidelines into new onboarding materials for incoming board members to ensure our board continues to tell the Forever Fund story in a clear and consistent way.

- **Website** - www.foreverfund.ca launched in 2022 and continues to be updated with news and current board members
- **Social Media** - our [Facebook](#) following increased to over 350 followers with special posts for **Kindness Week** (sending thank you cards to benefitting United Way Charities), **National Philanthropy Day**, and **Giving Tuesday** (joining Will Power's "Anyone can leave a legacy" campaign). Our [LinkedIn](#) page also allows the board to connect to professional networks and expand our reach.
- **Promotional video** - since its screening during the Forever Fund's 25th Anniversary Celebration in 2023, the video can be found on the homepage of our website. In 2026, we will update select footage to keep the video current.



The Forever Fund was, once again, a proud local impact sponsor of the **United Way's United by Song** event, at the Fredericton Playhouse. A wonderful event that captured community members' heartfelt struggles and supports, told through original music by local songwriters.



SPECIAL EVENTS

The Special Events Committee supports donor events and sponsorship initiatives throughout the year. The Forever Fund's next big milestone? A 30th anniversary event in 2028.

THANK YOU!

Thanks to generous supporters like you, the United Way of Central New Brunswick has the long-lasting financial support needed to carry out life-changing work close to home now and in the future.



www.foreverfund.ca | endowment@foreverfund.ca | [f /foreverfund](https://www.facebook.com/foreverfund)

We respectfully acknowledge that the land on which we gather and work stands on the unsundered and unceded traditional territory of the Wolastoqiyik, Wəlastəkwiyik/Maliseet people whose ancestors along with the Mi'kmaq/Mi'kmaq and Passamaquoddy/Peskotomuhkati Tribes/Nations signed Peace and Friendship Treaties with the British Crown in the 1700s to establish an ongoing relationship of peace, friendship and mutual respect between equal nations.