

Naomi and Ruth Women's Wellness Centre

2025 Annual Impact Report

Women's Recovery. Rebuilding Lives.

Naomi & Ruth

Hope & healing for women

A Year of Strategic Growth and Strengthened Impact

As I reflect on 2025, it has been a year of meaningful progress for Naomi & Ruth. We strengthened our leadership team, moved into a facility better suited to long-term recovery, improved program delivery, and advanced financial sustainability. As a result, more women are completing recovery with greater stability—returning to school, entering employment, and rebuilding healthy relationships.

We support women and families across the Maritimes with structured, long-term recovery care for those facing addiction, trauma, and complex challenges. Recovery here is tangible and lasting.

2025 Impact Snapshot

- **32 women** entered our structured residential recovery program
- **1,352 hours** of structured therapeutic and life-skills programming delivered
- **3,270 volunteer hours** contributed in support of recovery and operations
- **17 residential beds** operating at Webster House
- **52 women served overall**, representing a 15% increase over 2024

These outcomes reflect the commitment of our staff and volunteers, who walk alongside women every day with professionalism, compassion, and consistency. Recovery is not linear, and this work requires patience, structure, and resilience. I'm deeply grateful for the team that faithfully provides that stability.

We're equally grateful to our donors, community partners, and Board of Directors. Your support is more than financial—it's an investment in women rebuilding their lives, children reconnecting with their mothers, and families breaking generational cycles of addiction and instability. This impact goes beyond individual recovery, strengthening families, reducing pressure on public systems, and helping build healthier communities across our region.

Thank you for standing with Naomi & Ruth as we continue this important work and prepare for the next stage of growth.

Sincerely,

The Naomi & Ruth Team

From our Board Chair



Dear friends of Naomi and Ruth,

The year 2025 marked a pivotal milestone for Naomi & Ruth Women's Wellness Centre. In July, the organization entered into an agreement to purchase Webster House, a waterfront property in Shediac, New Brunswick, establishing a permanent home for our residential recovery program. The 11,500 square foot facility provides expanded living space and dedicated areas to support structured, long-term recovery in a stable and purpose-designed environment.

Our ongoing $5 million capital campaign supports full ownership of Webster House, essential renovations, and phased expansion over the next three years. When complete, the facility will accommodate up to 30 women, increasing access to long-term recovery care in a stable and welcoming environment.

Looking ahead, Naomi & Ruth remains committed to strengthening the long-term sustainability and quality of our recovery model. Our focus is on reinforcing strong governance, enhancing program delivery, and ensuring each woman has access to the structure and support necessary for lasting stability.

We continue to collaborate with mission-aligned nonprofits, government agencies, and private sector partners to strengthen outcomes and continuity of care. Recovery requires coordinated support across housing, health, employment, and community reintegration, and these partnerships are essential to the women we serve.

On behalf of the women, their children, and families whose lives are being rebuilt, thank you for your continued trust and support of Naomi & Ruth. Your partnership makes this work possible and sustains the recovery journeys taking place within our community.

Warm regards,

Dr. Stephen Hart
Chair, Board of Directors



About Naomi & Ruth



Our Mission

To provide a safe, nurturing environment for women who have lost all hope.

Our Values

Integrity
Acting with transparency, accountability, and consistency in all we do.

Compassion
Responding with empathy, dignity, and hope to those we serve.

Community
Fostering connection, mutual support, and shared responsibility.

Vision
Pursuing long-term impact beyond immediate circumstances.

Stewardship
Managing financial and community resources responsibly and with care.

Faith
Recognizing the role of God in recovery and personal transformation.

Servanthood
Prioritizing the growth and success of the women we serve.

Management Team

Lauretta Charters
Residential Services Director

Amy Belanger
Program Manager



2026 Strategic Priorities

In 2026, Naomi & Ruth will build on the progress achieved in 2025 by strengthening program quality, expanding access to recovery supports, and advancing long-term organizational sustainability.

Program Enhancement:
Expand access to professional counselling and support services, ensuring women receive comprehensive, trauma-informed care during and beyond their residential stay.

Financial Sustainability:
Continue diversifying revenue through private donations, grants, and community partnerships to support long-term stability and responsible growth.

Curriculum Development:
Design and implement an updated, trauma-informed recovery curriculum that responds to the increasing complexity of addiction and co-occurring mental health needs.

Capacity Advancement:
Advance the ongoing capital campaign to secure full ownership of Webster House and support phased expansion toward 30 residential beds.

Tax-Efficient Giving: Publicly Traded Securities
Donating publicly traded securities, including stocks, bonds, or mutual funds, directly to Naomi & Ruth Women's Wellness Centre is one of the most tax-efficient ways to give in Canada. When securities are donated in-kind, capital gains tax on appreciated shares is eliminated, and the donor receives a charitable tax receipt for the full fair market value.

This approach can increase the overall impact of your gift while improving your personal tax position compared to selling the shares first.

For more information, please contact us at (506) 305-4225.



Foundational Pillars

1. Faith-Based Healing

We recognize the role of spirituality in recovery. Faith-informed principles are integrated into counselling, community life, and personal development, offering women a framework for healing, accountability, and hope.

2. Holistic Recovery

Recovery involves the whole person. We prioritize physical health, mental wellness, emotional healing, and practical life skills as essential components of long-term stability.

3. Supportive Community

Healing happens in relationship. We foster an environment of mutual encouragement, shared responsibility, and belonging that reduces isolation and strengthens resilience.

4. Social Skills Development

Women are equipped with communication, conflict resolution, and workplace readiness skills to support healthy relationships and sustainable employment.

5. Practical Skills Development

We provide training in budgeting, parenting, and daily life management to build confidence, independence, and long-term self-sufficiency.

6. Relapse Prevention

We work with each woman to develop a structured relapse prevention plan that identifies triggers, builds coping strategies, and strengthens support networks beyond the program.

2025 Highlights

32 women
entered the program

17 residential beds
operating at Webster House

1,352 hours
of structured therapeutic and life-skills programming delivered

52 women served
representing a 15% increase over 2024

3,270 volunteer hours
contributed in support of recovery and operations



Webster House provides a safe and restorative setting where mothers in recovery can reconnect with their children. Structured family visitation and transitional supports are designed to promote healthy reunification and long-term stability.

The welcoming environment creates space for families to reconnect in a safe and supportive setting, helping mothers rebuild trust and establish healthier foundations for the future.

Executive Summary

In 2025, Naomi & Ruth Women's Wellness Centre strengthened its long-term residential recovery program for women across the Maritimes. The year included a leadership transition, a move to Webster House, expanded capacity, and continued investment in structured, faith-informed care.

Naomi & Ruth supports women facing complex challenges such as addiction, trauma, housing instability, and mental health needs. The Centre's year-long residential program provides the structure and stability needed for lasting recovery.

Key Achievements

· Strategic transition from Calder Street:
The former residence was divested to support relocation into a larger, purpose-suited facility better aligned with long-term recovery programming.

· Relocated to Webster House:
In July 2025, Naomi & Ruth transitioned operations to Webster House, a 17-bed residential facility situated on four acres in Shediac. The property includes dedicated classroom space, a commercial kitchen, chapel, and two on-site apartment suites to support transitional and family-focused programming.

· Launched capital campaign:
Naomi & Ruth entered into a purchase agreement for Webster House, operating under tenancy in 2025 while advancing the ongoing $5 million campaign toward full ownership.

· Expanded counselling services:
The Centre provided counselling, peer support, and crisis intervention to more than 300 individuals, supporting women navigating domestic violence, housing instability, and employment barriers.

· Increased participation:
The Centre served more than 52 women in 2025, representing a 15 percent increase over the previous year.

· Strengthened community partnerships:
Collaboration with health authorities, schools, and local businesses enhanced service coordination and expanded support available to residents.



Kendra's story



For 13 years, I struggled with addiction and periods of homelessness, starting at age 13. I lost custody of my children, became dependent on drugs, and at times lived in a tent. At one of my lowest points, my mentor introduced me to Naomi & Ruth Women's Wellness Centre.

After learning about the program, I applied and was accepted a few weeks later. I arrived guarded and unsure, carrying shame and fear, but I knew recovery was my only path forward. It took time before I allowed myself to believe this place could truly be different.

My mother cared for my son so I could focus fully on healing, giving me the space to commit to the program and begin rebuilding my life. The structure challenged me to form healthy routines, learn accountability, and restore relationships. Over time, I regained confidence and a sense of identity, and my faith became an important part of my recovery—growing my resilience and hope. Naomi & Ruth became more than a program; it became a place of stability and transformation.

After graduating, I regained custody of my son and have continued in sobriety and healthy recovery. Today, I work as a community coordinator for a Maritime nonprofit serving vulnerable populations, and I'm pursuing a Bachelor of Counselling at Kingswood University with plans for graduate studies.

Naomi & Ruth laid the foundation for a renewed and restored life for me and my son.

Kendra, Program Graduate

Program Highlights

Mother and Child Support: Opened a transitional on-site apartment suite to support graduates pursuing family reunification and stable reintegration with their children.

Regional Outreach and Advocacy: Delivered 33 presentations across New Brunswick, Nova Scotia, and Prince Edward Island to nonprofit organizations and community groups, strengthening awareness and dialogue around recovery.





Financial Overview

Funding in 2025 was generated through private donations, grants, and fundraising initiatives. Revenue increased by more than 73% compared to 2024, reflecting strong community support and expanded organizational capacity.

Expenditures were directed toward enhanced program delivery, staff development, and facility transition costs associated with Webster House. Throughout this period of growth, Naomi & Ruth maintained disciplined financial oversight to ensure resources were invested strategically and responsibly.

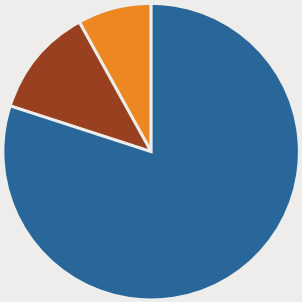
Return on Investment Ratio

Successful women's addiction recovery programs in Canada generate a strong social and economic return. Research consistently shows that investment in structured treatment and recovery services generates significant social and economic value. Effective recovery programming reduces healthcare utilization, decreases involvement in the criminal justice system, improves child and family stability, and increases long-term employment participation.

Residential recovery programs reduce reliance on emergency services, lower rates of reoffending, and support long-term reintegration into the workforce. For women with complex needs, the impact extends beyond individual outcomes to include strengthened families and improved community stability.

While the full impact of Naomi & Ruth cannot be captured in financial terms alone, the measurable reductions in system strain and the long-term gains in stability and productivity represent meaningful value for communities across the Maritimes.

Where your dollars go

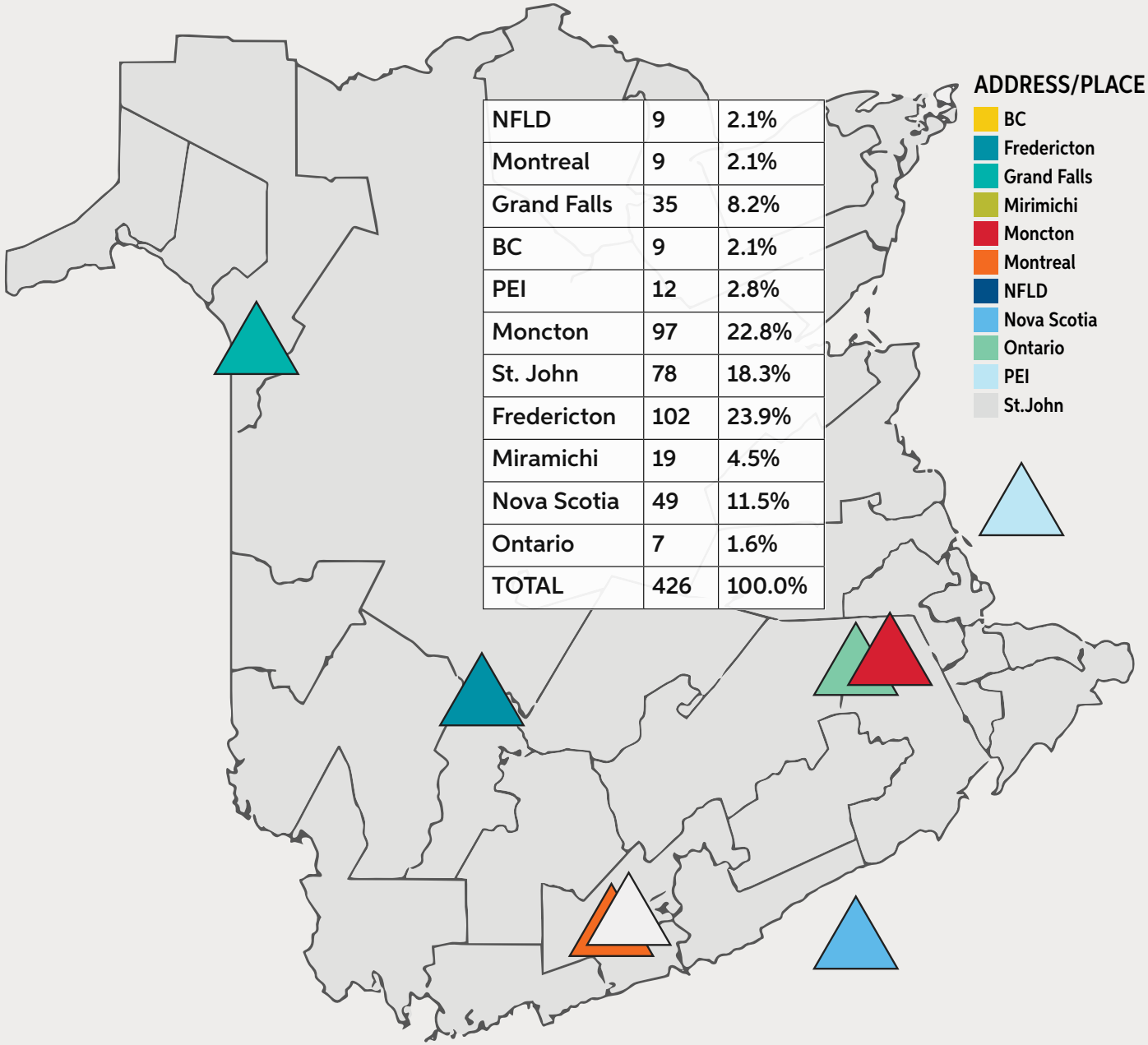


80% | Program operations

12% | Fundraising

8% | Administration

Naomi & Ruth Intake Map
2012-2025



NFLD	9	2.1%
Montreal	9	2.1%
Grand Falls	35	8.2%
BC	9	2.1%
PEI	12	2.8%
Moncton	97	22.8%
St. John	78	18.3%
Fredericton	102	23.9%
Miramichi	19	4.5%
Nova Scotia	49	11.5%
Ontario	7	1.6%
TOTAL	426	100.0%

Board of Directors



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Naomi & Ruth
Hope & healing for women

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CONTACT US

To learn more about how you can help, please visit us online at www.naomiandruth.ca or follow us on social media:

Facebook: https://www.facebook.com/NaomiandRuthCentre

For questions about this report and other inquiries, please contact:
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