

LIVE UNITED



United Way
of Cumberland County

ANNUAL REPORT 2023

Living United in
Cumberland County



Annual Impact Report

Letter from the Executive Director and CEO United Way of Cumberland County



Scott Embry

Executive Director and CEO, United Way of Cumberland County

As we embark on preparations for the 2024-2025 campaign, I want to express my heartfelt gratitude for your unwavering dedication and commitment to the United Way of Cumberland County and our remarkable agency partners. Our focus remains steadfast on community engagement and thoughtful storytelling as we build awareness and highlight the impactful work being done across Cumberland County.

I am particularly proud of our team's unwavering commitment to exceptional stewardship of donor dollars. We are investing in organizations that address immediate needs and work towards long-term stability and improved lives. Speaking of long-term goals, one of our most exciting developments is the expansion of the Dolly Parton Imagination Library. Effective July 1st, every child born at Cape Fear Valley Health will receive their first book, "The Little Engine That Could," and be able to sign up for this free program. This is just one example of the excellent programs the United Way of Cumberland County funds that will have a generational impact on our community.

Lastly, I want to sincerely thank Alisa Debnam, our outgoing Board President, for her exceptional leadership and valuable contributions. Her dedication and hard work have been instrumental in our success. As we look forward to the 2024-2025 Board year, we welcome Amanda Harrell as our new Board President and anticipate her insightful leadership. I encourage you to reach out if you have ideas, suggestions, or passions to discuss. Together, we can continue to make a meaningful impact. Follow us on social media or check out our website to stay up to date on our activities and initiatives.

**Thank you once again for your support and commitment to
our mission.**

A handwritten signature in gold ink, appearing to read "S. Embry". The signature is fluid and cursive, with a long horizontal line extending to the left.

Vision & Mission

We are determined to continue pushing boundaries and making an impact in our community. Let's take a look at what we have been working on and what our future plans are.

VISION

To improve the quality of lives in Cumberland County by addressing critical human needs.

MISSION

For Cumberland County to be a diverse and dynamic community where individuals and families thrive, where people willingly share the responsibility of ensuring a safe and healthy community, and where there is ongoing emphasis on enhancing the quality of life for all citizens.

Our Initiatives

Each year, United Way funds programs and services that touch thousands of lives in Cumberland County. Last year, 59 programs and services were funded thanks to generous donations from our community.



Dolly Parton's Imagination Library (DPIL) is a program that promotes early-childhood literacy by providing one free book a month to children living in Cumberland County, ages birth to 5. Through our partnership, children build their own library of books and are encouraged to develop a love for reading and learning. Studies show that the frequency of reading is determined by access to reading materials and children who have favorite books when they're young, tend to do better in school. DPIL sets important foundations for educational achievement and lifelong reading. Since its inception, 553,181 books have been mailed as of June 30th 2023.

36,868

Individuals and families benefited from programs that provide additional options for access to books, character development, leadership skills for success and solutions to their needs.

LDP LEADERSHIP DEVELOPMENT PROGRAM

The Leadership Development Program is a 10-week program that develops the necessary skills to become effective, responsible leaders of the community. A special emphasis is on preparation for participation on local boards and committees. This free training program enhances leadership skills and incorporates discussion and informative sessions, led by community leaders. Since its inception, there have been 488 graduates from the program and over 400 are currently volunteering in leadership roles.



NC 211 is a free and confidential service offered 24 hours a day, 7 days a week, in any language. NC 211 serves as a health and human services referral line that helps all Cumberland County residents in need of help. Last year, **8,718** calls were received by NC 211 for Cumberland County Residents. The top requests were:

1. Housing and Shelter: **4,133** calls
2. Utility Assistance: **1,725** calls
3. Employment & Income: **910** calls
4. Food: **535** calls
5. Support, Advocacy & Special Population Services: **395** calls
6. Healthcare & COVID-19: **347** calls
7. Government & Legal Assistance: **196** calls
8. Clothing & Household: **168** calls
9. Mental Health & Addictions: **129** calls
10. Transportation Assistance: **109** calls

United Way of Cumberland County

2022-2023 Board of Directors

Vera Bell

Community Volunteer

Steve Blanchard

Community Volunteer

William Brooks Jr.

Branch Banking & Trust Company

Chris Cauley

City of Fayetteville

Don Chase

Beasley Broadcasting

Jane Horrocks

Coldwell Banker Advantage

Ned Johnson

Onsite Homes

Lucy Jones

Community Volunteer

Todd Kenthack

Ft. Liberty Federal Credit Union

Richard Craven

Systel Business Systems

Alisa Debnam

RTI International

Jane Fields, Chair

Cumberland County Schools

Amanda Harrell

Harrell's Tire & Auto Service

Mary Flagg Haugh

Community Volunteer

Karen Mantzouris

SR-AHEC

Stuart Walters, Treasurer

Community Volunteer

Dr. DeSandra Washington

FTCC

Carolyn Justice-Hinson

Fayetteville PWC

2024 STAFF MEMBERS

Scott Embry

Executive Director & CEO

Crystal Moore Williams

Community Impact Director

Ashlee Pearson

Director of Development

Nikki McDonald

Finance & Administration

Tracy Autry

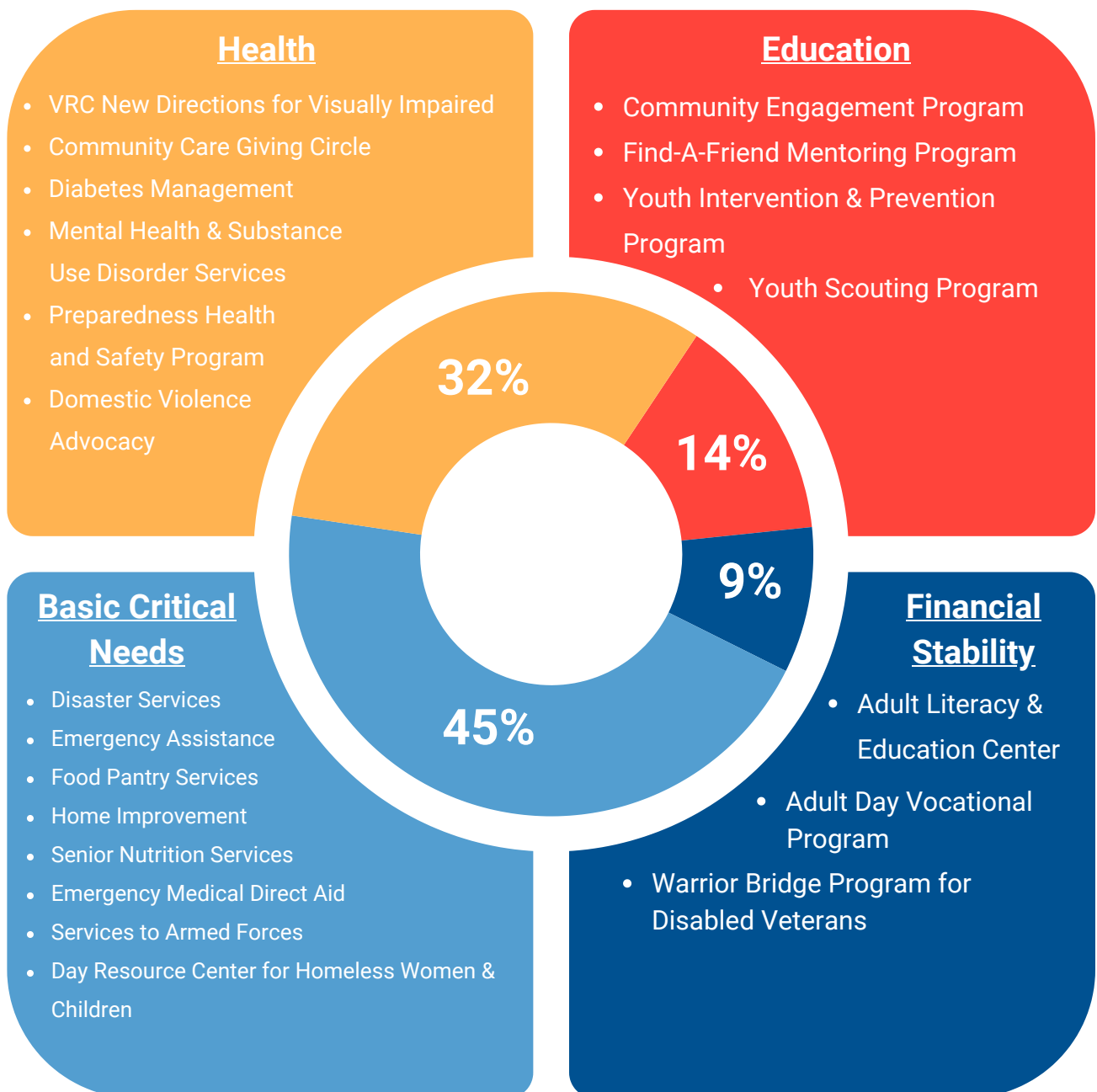
Accounts Receivable

Matéa Baltic

Marketing Coordinator & Administrative Assistant

The Power of Your Gift

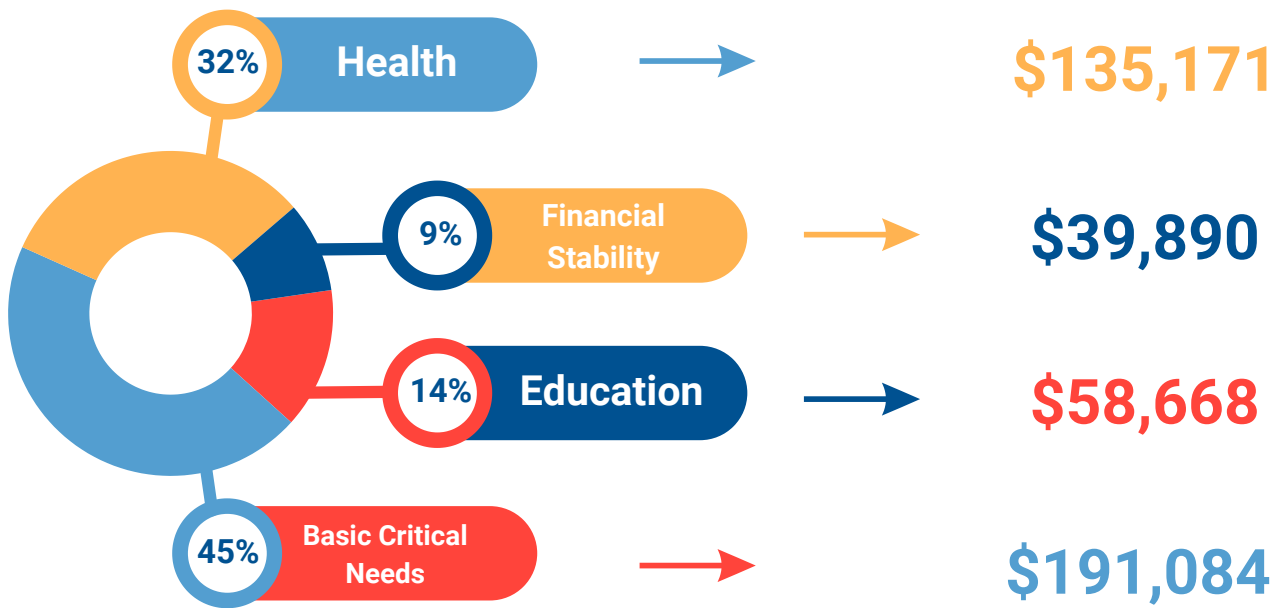
In 2023, United Way of Cumberland County strategically invested in: Education, Financial Stability, Health and Basic Critical Needs. There were **171,013** individuals and families served, including **22,281** military (active duty, dependents and veterans). A solid education paves the way for success in employment, which in turn leads to financial stability and a greater chance of good health. The work we do together in these areas is essential in strengthening our community.



Your Community Impact 2023

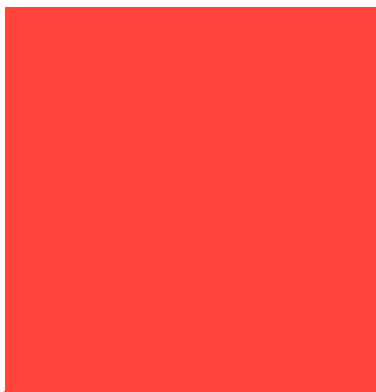
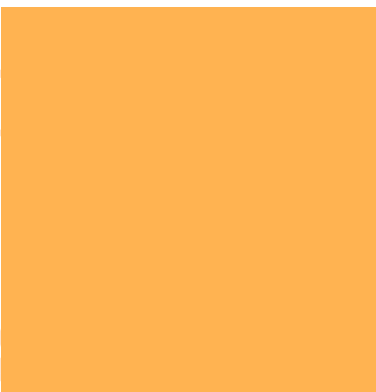
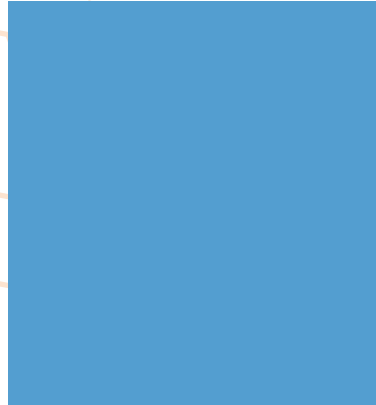
United Way of Cumberland County strives to improve the quality of lives in Cumberland County by addressing critical human needs. Your support in 2023 helped us make a difference in our community.

Total Allocations



Total Programs That Received Designations Only: Adult Day Vocational Program & Domestic Violence Advocacy (\$ 3,453)

\$428,266 INVESTED IN LOCAL PROGRAMS & SERVICES!



Your Community Impact 2023

United Way of Cumberland County strives to improve the quality of lives in Cumberland County by addressing critical human needs. Your support in 2023 helped us make a difference in our community.

1,947

Individuals and families benefited from programs that strengthen children's ability to succeed in school from kindergarten to college. This is accomplished by helping youth and families succeed.

120,424

Individuals and families benefited from programs that provide access to emergency food, safe shelter, and other critical needs. 70,000 meals were packed during our annual Meal Packing Event.

10,780

Individuals and families benefited from programs that provide access to health care and wellness education, which help them manage and prevent chronic physical and mental illnesses.

984

Individuals and families benefited from programs that support employment preparation and financial self-sufficiency, giving them the tools to live independently.

171,013

Individuals and families, were served through 19 locally funded programs and services, including over 22,281 military individuals and families.

EVERY DOLLAR YOU GIVE **STAYS** IN CUMBERLAND COUNTY



American Red Cross



Catholic Charities
of the Diocese of Raleigh

Providing Help—Creating Hope—Serving All

girlscouts
north carolina
coastal pines



Employment Source
A ServiceSource Affiliate



THANK YOU

Special thanks to all of our agency partners who helped us in 2023. Your support means the world to us!

Statement of Financial Position

Current Assets:

| | |
|---------------------------------------|-------------|
| | 2023 |
| Cash & Cash Equivalents | 975,144 |
| Investments | 500,500 |
| Pledges Receivable (Net of Allowance) | 261,669 |
| Grants Receivable | 1,502 |
| Prepaid Insurance | 1,549 |
| Sales Tax Receivable | 1,163 |

| | |
|-----------------------------|---------------------|
| Total Current Assets | \$ 1,741,527 |
|-----------------------------|---------------------|

| | |
|-----------------------------|---------|
| Property and Equipment, Net | 244,029 |
|-----------------------------|---------|

Non-Current Assets:

| | |
|--|---------|
| Beneficial Interest in Assets Held by Community Foundation | 196,684 |
|--|---------|

| |
|---------------------|
| \$ 2,182,240 |
|---------------------|

Current Liabilities:

| | |
|----------------------|--------|
| Accounts Payable | 20,389 |
| Deferred Revenue | - |
| Designations Payable | 60 |
| Accrued Salaries | 10,184 |

| | |
|-----------------------------|------------------|
| Total Current Assets | \$ 30,633 |
|-----------------------------|------------------|

Net Assets:

Without Donor Restrictions

| | |
|------------------------|-----------|
| Operating | 1,765,965 |
| Board Designated | 12,230 |
| Property and Equipment | 244,029 |

| | |
|---|---------------------|
| Total Without Donor Restrictions | \$ 2,022,224 |
|---|---------------------|

| | |
|-------------------------|----------------|
| With Donor Restrictions | <u>129,383</u> |
|-------------------------|----------------|

| | |
|-------------------------|---------------------|
| Total Net Assets | \$ 2,151,607 |
|-------------------------|---------------------|

| |
|---------------------|
| \$ 2,182,240 |
|---------------------|

Youth Growth Stock Trust

The Youth Growth Stock Trust is a fund set up by Mr. Robert Short, a United Way supporter who felt strongly about supporting our youth. Although Mr. Short has passed, his legacy lives on, generously supporting important programs for children in our community.

In 2023, the Youth Growth Stock Trust awarded **\$345,000** to local non-profit programs and schools. Below are the 2023 grant recipients.



The Youth Growth Stock Grant was established in 1992, due to the late Robert Short’s concern for the well-being of the community’s youth. UWCC is the trust administrator. Each year, grants are awarded to local programs, initiatives, schools and scholarships that specifically benefit Cumberland County youth.

A panel of qualified trustees oversees investments of the trust. UWCC's Board of Directors created a committee to meet annually to review and make recommendations for funding. In April of each year, the UWCC Board of Directors votes on these recommendations. Every year, dozens of grants are awarded with the income from the trust, creating a lasting legacy for Mr. Short.

COMMUNITY ORGANIZATIONS

| | | |
|--|---|----------|
| Armed Services YMCA | Family Support Program for Military Children (Ages 0-18) | \$8,325 |
| Arts Council of Fayetteville/Cumberland County | Artists in Schools Program | \$10,000 |
| Cape Fear Bands and Ensemble Booster Club | Bands of America Championship | \$16,000 |
| Cape Fear Botanical Garden | Gardenmania | \$9,350 |
| Cape Fear Regional Theater | Student Matinee Series | \$15,000 |
| Child Advocacy Center | Community Child Abuse & Prevention Outreach | \$7,840 |
| Fayetteville Urban Ministry | Find A Friend Career Readiness Center | \$10,000 |
| Fayetteville Symphony Orchestra | Third Grade School Visits and Concerts | \$14,150 |
| FTCC Foundation | Community Youth Dental Health Fair | \$9,640 |
| JCPC/United Way Resource Center | School Resource Officer Training: Breakthrough Series Collaborative | \$2,500 |
| Methodist University | Shelton Leadership Challenger 2023 | \$6,000 |
| Miller’s Crew | Miller’s Brew Coffee Shop | \$20,000 |
| United Way of Cumberland County | Meals of Hope | \$15,000 |
| Vision Resource Center | VRC Youth Summer Explosion | \$3,495 |

Youth Growth Stock Trust

In 2023, the Youth Growth Stock Trust awarded **\$345,000** to local non-profit programs and schools. Below are the continued 2023 grant recipients.

PUBLIC SCHOOL GRANTS

| | | |
|---|---|----------|
| Armstrong Elementary School | Girls on the Run | \$1,000 |
| Beginning Teacher’s Office CCS | Our Beginning Teachers Can Handle All! Help with Classroom Management | \$5,000 |
| Cape Fear High School | FFA Scholarship Program | \$8,700 |
| CCS Military Family and Youth Liaison | CCS Live United Volunteer Program | \$3,700 |
| Cumberland Academy Elementary K-5 | Parents Resource Center and Lending Library | \$2,000 |
| Cumberland County Schools AIG Department | STEM-ulating The Gifted Mind! | \$2,750 |
| Cumberland County Schools Career Pathways | Career Pathways/YGST Scholarship | \$8,700 |
| Cumberland Road Elementary | Jump Start a Positive Behavior with Books | \$2,000 |
| District 7 Elementary | We’ve Got the Whole World In Our Hands | \$3,000 |
| Douglas Byrd High School | Jackie Warner Leadership Institute and Transitional Summer Academy | \$22,500 |
| Douglas Byrd High School | NC Grid Legends (Academy of Green Tech) | \$7,000 |
| Douglas Byrd High School | Academy Scholarships | \$8,700 |
| Douglas Byrd High School | Academy of Finance Scholarships | \$8,700 |
| E. Melvin Honeycutt Elementary | Chess, Grandmaster to Designer | \$2,000 |
| E. Melvin Honeycutt Elementary | D.R.U.M. Drumming Rhythms and Unity in Music | \$3,750 |
| Elizabeth Cashwell Elementary School | Student and Parent Engagement Initiative | \$2,500 |
| Gray’s Creek High School | Academy of IT Scholarship Program | \$8,700 |
| Jack Britt High School | Integrated Systems Technology Academy of Engineering Scholarships | \$8,700 |
| Pine Forest AOEMS | Academy of Emergency Medical Science | \$8,700 |
| Pine Forest IT | Academy of IT College Bound Scholarships | \$8,700 |
| Raleigh Road Elementary School | iCan with an iPad: Fostering Independent Research | \$6,500 |
| Reid Ross Classical Middle School | G.L.O.W. Up (Girls Leading On With Unprecedented Poise) | \$5,000 |
| Southview Middle School | Greater Expectations Transition and 6th Grade Leadership Academy | \$6,500 |
| Stedman Primary | Kindergarten Flower Connections | \$4,500 |
| Terry Sanford High School | Smart Lunch (Flextime Manager & E-Hall Pass) | \$8,000 |
| Warrenwood Elementary | STEM for Success | \$6,500 |
| Westover High School | Wolverines Unite | \$3,500 |
| Westover High School | Academy of Engineering Technologies | \$8,700 |
| Westover High School | Academy of Health Sciences | \$8,700 |
| 71st Classical Middle School | Earth Shaking, Ground Breaking | \$4,000 |
| 71st Classical Middle School | Making the Makers of Tomorrow | \$9,000 |



Emergency Food and Shelter Program

Cumberland County was awarded **\$150,209** under Phase 40 of the Emergency Food and Shelter Program (EFSP) to help supplement and expand local emergency food and shelter programs. Congress appropriated \$383,811 supplemental funding under the American Rescue Plan Act Regular (ARP) EFSP to respond to COVID-19's impact on Cumberland County. Local Recipient Organizations will use EFSP funds for emergency shelters, community feeding programs, food distribution through food pantries, food banks and food vouchers, past due utility payments to prevent service disconnections, past due rent/mortgage assistance to prevent evictions and to assist people that are leaving shelters with establishing stable living conditions. Residents in need of assistance must contact the agency directly to check for availability of funds.

Cumberland County Local Recipient Organizations under Phase 40 are the following:

| | |
|---|-------------------------|
| Action Pathways Second Harvest Food Bank | \$13,080 |
| o Weekend Backpack Feeding Program | |
| Catholic Charities | \$20,795 |
| o Food Pantry Services | |
| Connections of Cumberland County | \$31,533 |
| o Shelter Assistance (\$15,649) | |
| o Rent Assistance (\$7,942) | |
| o Utility Assistance (\$7,942) | |
| Fayetteville Urban Ministry | \$26,395 |
| o Shelter Assistance (\$2,804) | |
| o Rent Assistance (\$15,649) | |
| o Utility Assistance (\$7,942) | |
| Operation Blessings | \$18,966 |
| o Rent Assistance (\$14,621) | |
| o Utility Assistance (\$4,345) | |
| The Salvation Army | \$36,436 |
| o Served Meals Programs (\$15,649) | |
| o Mass Shelter (\$20,787) | |
| United Way of Cumberland County | \$3,004 |
| o Administration of EFSP Program | |
| <u>Total Phase 40 Appropriated Funding for Cumberland County</u> | <u>\$150,209</u> |

The Emergency Food & Shelter Program is a Federal program administered by the U.S. Department of Homeland Security's Federal Emergency Management Agency (DHS/FEMA). It has been entrusted through the McKinney-Vento Homeless Assistance Act (PL100-77) "to supplement and expand ongoing efforts to provide shelter, food, and supportive services by local social service organizations for people across our Nation who are hungry, homeless and in economic crisis". The National Board designated United Way of Cumberland County to serve as the administrator of the local board. The local board is comprised of representatives from Cumberland Interfaith Hospitality Network, Cumberland County Coordinating Council on Older Adults, The Salvation Army, Beth Israel Federated Charities, Catholic Charities, Cumberland County Department of Social Services, Fayetteville Urban Ministry, Cumberland County Community Development, American Red Cross, Cumberland County Indian Housing Authority, Cumberland County Schools, Fayetteville VA Medical Center, and United Way of Cumberland County.

The EFSP Local Board's responsibility is to:

- Consider all private voluntary and public organizations currently providing or capable of providing emergency food and shelter programs.
- Select and recommend which local organizations should receive funding and the amounts of the funding awards.
- Advertise the availability of funds.
- Establish priorities among community needs.
- Award funds to nonprofit and government emergency food and shelter agencies.
- Monitor program compliance to Rules and Regulations set forth by the National EFSP Board.



INVESTMENTS IN LOCAL PROGRAMS & SERVICES

\$345,000

YOUTH GROWTH STOCK TRUST

\$150,209

EMERGENCY FOOD & SHELTER PROGRAM

\$75,195

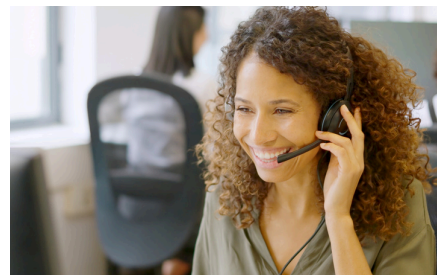
DOLLY PARTON IMAGINATION LIBRARY

\$20,804

NC 2-1-1 SERVICE

\$428,266

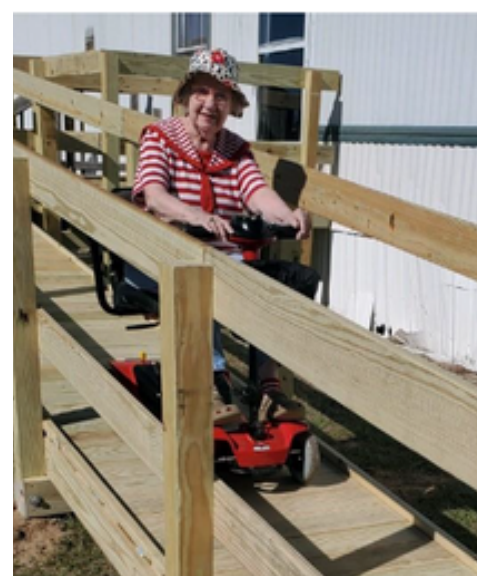
UNITED WAY ALLOCATIONS



TOTAL COMMUNITY IMPACT: \$1,019,474



BE THE CHANGE IN YOUR
COMMUNITY



Ways to Give



For more information contact
Ashlee Pearson at (910) 483-1179
ext. 225 or
ashleepearson@unitedway-cc.org

1.

MONTHLY OR ONE-TIME GIFT

Scan the QR Code or visit our website at unitedway-cc.org and click on "Donate".

2.

PAYROLL DEDUCTION

An easy/flexible way to contribute a small amount each pay period rather than contributing a large sum of money all at once.

3.

CORPORATE MATCH

Your donation could increase significantly if your company provides a match. Check with your HR/ Payroll Department to see if your company participates in a Corporate Match program.

4.

ENDOWMENT

A charitable fund managed by Cumberland Community Foundation (CCF) that provides support for our mission every year, forever! CCF invests the original gift, distributing to the United Way of Cumberland County annually from the investment income alone, protecting the value of the original gift in order to keep up with inflation as the years go on.

5.

PLANNED GIFT

With a planned gift, you can combine your desire to give back to the community with your overall financial, tax and estate planning goals. Planned giving gives you a special connection with our community and its future success. Together, we can build a community for generations to come, where every person has an equal chance at a bright future.

Workplace Campaign

United Way workplace giving campaigns bring your employees together to tackle our community's most pressing challenges. No matter your size or industry, you can run a successful campaign—one that benefits your organization as much as the causes you care about most.

Benefits to Running a United Way Campaign

1. **Community Involvement:** Employees can give back and make a tangible difference.
2. **Convenient Giving Options:** Payroll deductions and electronic pledging make it easy for employees to contribute.
3. **Strategic Giving:** Direct contributions to specific impact areas ensure donations address the greatest needs.
4. **Special Membership Benefits:** Donors who give \$1,000 or more annually receive exclusive benefits.
5. **Enhanced Corporate Culture:** Providing employees with opportunities to support their community enhances job satisfaction and loyalty.
6. **Community Strengthening:** Workplace campaigns offer a unique opportunity for businesses to invest in the community, fostering a culture of care and support.

To start a workplace campaign, contact Ashlee at 910-483-1179 ext. 225

2023 PROGRAM AND EVENT SPONSORS



CITYVIEW

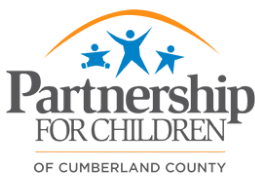
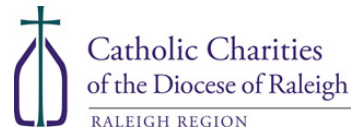
THANK YOU

Special thanks to all of our donors who helped us in 2023. Your support means the world to us!

2023 UNITED WAY CAMPAIGN PARTNERS



2023 UNITED WAY CAMPAIGN PARTNERS



THANK YOU

Special thanks to all of our donors who helped us in 2023. Your support means the world to us!



Thank You

On behalf of United Way and all the individuals whose lives have been touched by your generosity, thank you. Your compassion and commitment inspire us to continue our work with renewed determination and passion. We are truly grateful for your ongoing support and look forward to your continued partnership in making a difference in the lives of those who need it most this upcoming year.

LIVE UNITED



United Way
of Cumberland County

 910-483-1179

 PO Box 303
Fayetteville, NC 28302-0303

 www.unitedway-cc.org