

2021

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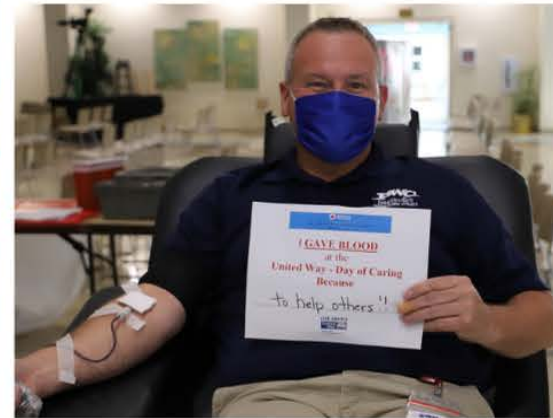
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ANNUAL REPORT

# MESSAGE TO THE COMMUNITY

What a busy year! In 2021, your local United Way stretched its legs a bit and did so much more than raising funds. In addition to providing Leadership Development to 28 graduates, Community H & H Stand Down, and sending thousands of books to youth ages 0 to 5, we added several new activities to our list! We hosted Mental Health First Aid trainings for local nonprofit staff, campaign manager trainings for workplaces hosting campaigns, a volunteer fair, nonprofit supply drive, blood drive, exciting giveaway and a hands-on campaign kickoff packaging 25,000 meals for those in need!

As we look now to the fall campaign and continuing to raise funds for incredible nonprofit work in the community, our local United Way continues to do even more to support community needs. This year, we have already issued a new Teen Volunteer Opportunities guide, will be offering even more nonprofit staff trainings, and an exciting new fundraiser coming that will have you on the edge of your seat.

Meanwhile, we remain focused on rebuilding our giving campaign, encouraging our neighbors to join us in giving back to our community and supporting the incredible nonprofit work done in Cumberland County.

When I worked at a partnering agency, the organization received a large amount of funding from United Way of Cumberland County, due to thriving campaigns. As the campaigns declined, the small nonprofit, with just three full time staff, went from one to two and then three annual fundraiser events to help supplement funding. Fundraisers encompassed more than half of the time of the Executive Director.



In growing our United Way campaign, we work WITH our nonprofit partners and can help these nonprofits focus more on the clients in need and less on fundraisers, donor solicitation letters and the administrative work behind it.

I want to thank you all for your continued support and patience as we work to rebuild our campaign, grow community giving and share our passion for giving back. Please, join us as we reach out and encourage others to give.

Gratefully,

A handwritten signature in black ink that reads "Amy Navejas".

Amy Navejas, JD  
Executive Director and CEO United  
Way of Cumberland County

**Save the Date:** Days of Caring - May 13, 2022  
United Way night at the Woodpeakers - June 2, 2022  
Campaign Kickoff - August 25, 2022  
Over the Edge Fundraiser October 13, 2022



## United Way of Cumberland County

### OUR MISSION

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

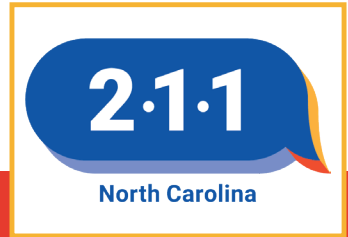
### OUR VISION

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.

# COMMUNITY INITIATIVES

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 with DPIL, Smart Start, and Partnership for Children of Cumberland County, children build their own library of books and are encouraged to develop a love for reading and learning. Studies show that 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, 513,275 books have been mailed.



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 serves all Cumberland County residents in need of help. Local sponsors include the City of Fayetteville, Cumberland County and the Fayetteville Public Works Commission. Last year, **194,628** calls were received by NC 211 across the state. The top requests were: 1. Housing and Shelter (Rent Assistance, Temporary Shelters, Low-Cost Housing): 98,928 calls; 2. Utility Assistance: 41,126 calls; 3. Support & Advocacy: 17,174 calls; 4. Healthcare & COVID-19: 9,247 calls; 5. Employment & Income(Financial Assistance): 6,612 calls; 6. Legal Assistance (Evictions); 7. Food (Help Buying Food and Food Pantries): 5,519 calls; 8. Mental Health & Addictions: 3,505 calls; 9. Clothing & Household: 2,287 calls; and 10. Transportation Assistance: 1,985 calls.

## 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 **432** graduates from the Program and over **350** are currently volunteering in leadership roles.

# UNITED WAY OF CUMBERLAND COUNTY

## 2021 - 2022 BOARD OF DIRECTORS

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**Cathy Barkley**  
Community Volunteer

**Vera Bell, Chair**  
Community Volunteer

**Dr. Mary Black**  
Cumberland County Schools

**Steve Blanchard**  
Community Volunteer

**William Brooks, Jr.**  
Truist Bank

**Chris Cauley**  
City of Fayetteville

**Don Chase**  
Beasley Broadcasting

**Richard Craven**  
Systel Business Systems

**Alisa Debnam**  
RTI International

**Dr. Jane Fields, Vice Chair**  
Cumberland County Schools

**J. Scott Flowers**  
Hutchens Law Firm

**Winnie Grannis**  
Community Volunteer

**Grace Hall**  
Community Volunteer

**Amanda Harrell**  
Pure Barre

**Mary Flagg Haugh, Secretary**  
Community Volunteer

**Jane Horrocks**  
Coldwell Banker Advantage

**Ned Johnson**  
Onsite Homes

**Lucy Jones**  
Community Volunteer

**Carolyn Justice-Hinson**  
Fayetteville PWC

**Dr. J. Larry Keen**  
FTCC

**Todd Kenthack**  
Ft. Bragg Federal Credit Union

**Karen Mantzouris**  
SR-AHEC

**Suzanne Pennink**  
Coldwell Bank Advantage

**Deanne Robinson-Blue**  
Wells Fargo

**Tammy Thurman**  
Piedmont Natural Gas

**Stuart Walters, Treasurer**  
Community Volunteer

**Dr. DeSandra Washington**  
FTCC

### STAFF MEMBERS

**Amy Navejas**  
Executive Director and CEO

**Tracy Autry**  
Accounts Receivable Associate

**Nikki McDonald**  
Finance Lead  
Administration Assistant

**Crystal Moore Williams**  
Community Impact Director

**Melissa Reid**  
Director of Resource Development

**Kendra Grant**  
Marketing Coordinator/Admin  
Assistant

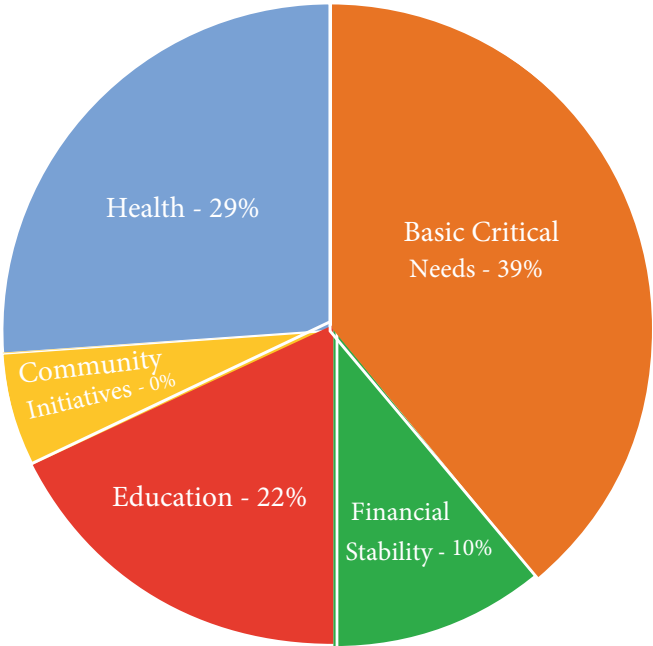
# THE POWER OF YOUR GIFT

In 2020 United Way of Cumberland County strategically invested in:  
**Education, Financial Stability, Health And Basic Critical Needs.**

There were **270,049** individuals and families served, including **21,249** 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.

**TOTAL 2021/2022 FUNDING CYCLE ALLOCATIONS:**  
**\$421,000**



## EDUCATION

	Amount Allocated	Total Served	Military Served
Find A Friend Mentoring Program	\$ 22,421	72	
*After School & Summer Programs	\$ 851		
Uniquely Me! Community Engagement Program	\$ 15,263	349	
Youth Intervention & Prevention Programs	\$ 23,800	18	3
Youth Scouting Programs	\$ 28,459	1,388	
<b>Total EDUCATION Allocation &amp; Numbers Served</b>	<b>\$ 90,794</b>	<b>1,827</b>	<b>3</b>

## FINANCIAL STABILITY

	Amount Allocated	Total Served	Military Served
Adult Literacy & Education Center			
Family Advancement Services	\$ 11,279	224	16
*Fort Bragg ACS Financial Readiness Program	\$ 12,964	129	2
Warrior Bridge Program for Disabled Veterans	\$ 270		
	\$ 19,355	541	541
<b>Total FINANCIAL STABILITY Allocation &amp; Numbers Served</b>	<b>\$ 43,868</b>	<b>894</b>	<b>559</b>

## BASIC CRITICAL NEEDS

	Amount Allocated	Total Served	Military Served
Day Resource Center for Women & Children	\$ 48,413	1,458	27
Direct Aid (Medical & Prescription Assistance) Disaster Services & Preparedness	\$ 20,880	465	5
Emergency Assistance Program	\$ 34,231	5,912	
*Fort Bragg ACS Airborne Attic/Lending Closet	\$ 7,007	10,923	306
Home Improvement Program for Seniors	\$ 270	-	-
Nehemiah Home Repair Program	\$ 15,099	193	51
Pathways of Hope Emergency Shelter	\$ 4,871	65	2
Senior Nutrition Program (Meals on Wheels)	\$ 2,229	-	-
Services to Armed Forces	\$ 15,099	655	-
	\$ 16,120	19,959	19,959
<b>Total CRITICAL BASIC NEEDS Allocation &amp; Numbers Served</b>	<b>\$ 164,219</b>	<b>39,630</b>	<b>20,350</b>

## HEALTH

	Amount Allocated	Total Served	Military Served
Clinical Counseling Services	\$ 1,852	80	3
Community Care Giving Circle	\$ 15,147	381	-
Diabetes Self Management Program	\$ 32,449	227	-
Domestic Violence Advocacy Program	\$ 5,080	508	221
*Fort Bragg Exceptional Family Member Program	\$ 270	-	-
*Fort Bragg Family Advocacy Program	\$ 270	-	-
Independent Living for Visually Impaired	\$ 27,204	174	15
Preparedness, Health & Safety Program	\$ 18,707	5,337	-
*Substance Abuse Program	\$ 66	-	-
Substance Use Disorder & Mental Health Services	\$ 21,075	819	99
<b>Total HEALTH Allocation &amp; Numbers Served</b>	<b>\$ 122,120</b>	<b>7,526</b>	<b>338</b>

## COMMUNITY INITIATIVES

	Amount Allocated	Total Served	Military Served
Dolly Parton Imagination Library	\$ -	25,516	0
Leadership Development Program	\$ -	28	0
2-1-1 Initiative	\$ -	194,628	
<b>Total COMMUNITY INITIATIVES Served</b>	<b>\$ -</b>	<b>220,172</b>	<b>-</b>

**TOTAL 2021/2022 ALLOCATIONS \$ 421,001**

\*Programs that received designations only

# DID YOU KNOW...?

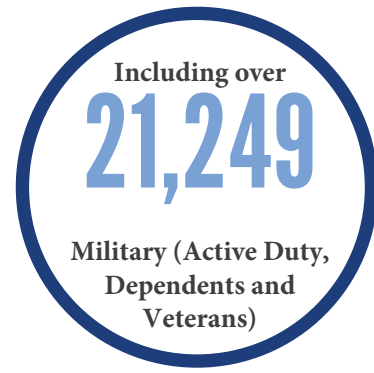
# COMMUNITY IMPACT 2021

## STANDING UP FOR STRONGER COMMUNITIES

### LIVE UNITED



United Way of Cumberland County strives to improve the quality of lives in Cumberland County by addressing critical human needs. Your support in 2021 helped us make a difference in our community.



# \$421,001 INVESTED IN LOCAL PROGRAMS AND SERVICES

## 1,827

**EDUCATION** Individuals and families benefited from programs that strengthen children's ability to succeed in school from kindergarten to college, building successful youth and families.

## 894

**FINANCIAL STABILITY** Individuals and families benefited from programs that support employment preparation and financial self-sufficiency -giving people tools to live independently.

## 7,526

**HEALTH** Individuals and families benefited from programs that provide access to health care and wellness education helping people manage and prevent chronic physical and mental illnesses.

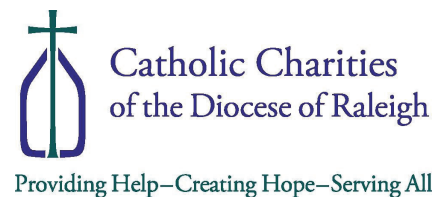
## 39,630 BASIC CRITICAL NEEDS

Individuals and families benefited from programs that provide access to emergency food, safe shelter and other critical needs.

## 220,172 UNITED WAY INITIATIVES

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.

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



## GET INVOLVED

Share your skills, knowledge and time as a partner in our work. You can volunteer by being a Campaign Manager, Committee Member, Community Impact Council Member, Day of Caring Volunteer, etc. For more information, please call our office at (910) 483-1179 or visit [unitedway-cc.org](http://unitedway-cc.org).

## THANK YOU

Special thanks to all of the volunteers who helped us out in 2021. We could not have done it without you!



# STATEMENT OF FINANCIAL POSITION

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## ASSETS

### Current Assets:

Cash and cash equivalents	\$571,798
Investments	1,228,755
Pledges receivable (net of allowance)	252,076
Prepaid insurance	1,875
Sales tax receivable	2,000
<b>Total Current Assets</b>	<u>2,056,504</u>

Property and equipment, net

260,045

### Non-current assets:

Beneficial interest in assets held by Community Foundation	210,219
	<u>\$2,526,768</u>

## LIABILITIES AND NET ASSETS

### Current Liabilities:

Accounts payable	\$400
Refundable advance - PPP loan	26,022
Designations payable	1,146
Accrued salaries	6,994
<b>Total Current Liabilities</b>	<u>34,562</u>

### Net Assets:

Without donor restrictions	2,047,587
Operating	29,230
Board designated	260,045
Property and equipment	<u>2,336,862</u>
<b>Total Unrestricted</b>	<u>155,344</u>

With donor restrictions

2,492,206

### Total Net Assets

**\$2,526,768**

# 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 2021, the Youth Growth Stock Trust awarded **\$326,992.52** to local non-profit programs and schools. Below are the **2021** grant recipients.

## COMMUNITY ORGANIZATIONS:

Fayetteville Urban Ministry	25,000
Fayetteville Academy	7,500
Better Health	20,000
Child Advocacy Center	10,000
Cape Fear Botanical Garden	5,000
Miller's Crew	15,000
Fayetteville Symphony Orchestra	10,000
Communities in Schools	10,000
FTCC Foundation	15,000
Good Hope Missionary Baptist Church	2,500
United Way of Cumberland County	30,000

## PUBLIC SCHOOL GRANTS:

Eastover-Central Elementary	Help Game-ify Music Education with Gameplan!	3,910.00
Douglas Byrd High School	Live a Great Story-Stem version	8,375.00
Westover High School	Academy of Health Sciences	11,212.00
Westover High School	Academy of Engineering Technologies	11,212.00
Career Pathways- CCS	Career Pathways/YGST Scholarship	11,212.00
Pine Forest High School	Academy of Information Technology Student Scholarships	11,212.00
Pine Forest High School	Academy of Emergency Medical Science	11,212.00
South View Middle School	Bobcat Courtyard	2,500.00
Douglas Byrd HS Academy of Finance	Academy of Finance Scholarship Fund	11,212.00
Jack Britt High School	Integrated Systems Technology Academy of Engineering at Jack Britt High School Scholarships	11,212.00
Cape Fear High School	21st Century Fitness and Health Education: The Shape of Things to Come During and After COVID 19	2,000.00
Career & Technical Education- CCS	Regional Allied Health Careers Pathway	11,212.00
W H Owen	Equity In Action	3,000.00
EE Smith High School	Dr. W. T. Brown Summer Leadership Academy and Transitional Summer School	10,000.00
South View Middle School	Greater Expectations Transition and Mentoring Program	7,500.00
Grays Creek High School	Academy of Information Technology	11,212.00
Eastover-Central Elementary	The Show's the Thing!	1,400.00
Reid Ross Classical School	Cougar Bootcamp	3,500.00
South View High School	Academy of Public Safety and Security Scholarships	11,212.00
Terry Sanford High School	Consortium for 3D Printing Symposiums for Cumberland County Schools	17,915.03
Alpha Academy	Music Immersion Program	4,772.49

**TOTAL GRANTED: \$326,992.52**

The following individuals served on the YGST committee for 2021:

Robert Hines, Vera Bell, James Wilson, Shirley Konneker, Kim Fisher,

Dr. Jane Fields and Amy Navejas

**Administrator:** Stuart Walters



**Youth Growth Stock Trust**  
United Way of Cumberland County

# EMERGENCY FOOD AND SHELTER PROGRAM (EFSP)

Cumberland County was awarded \$138,698 under Phase 37 of the Emergency Food and Shelter Program (EFSP) to help supplement and expand local emergency food and shelter programs. Congress appropriated \$197,741 in supplemental funding under the EFSP Coronavirus Aid, Relief & Economic Security (CARES) Act to respond to COVID-19's impact on Cumberland County. Under Phase 38 of the Emergency Food & Shelter Program, Cumberland County was awarded \$127,619. 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 to establish 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 37 are the following:**

Action Pathways Second Harvest Food Bank (Weekend Back Pack Feeding Program)	\$18,000
Cumberland Interfaith Hospitality Network/Family Promise (Emergency Shelter for Homeless Families)	22,750
Operation Blessings of Fayetteville (Rent/Mortgage Assistance Program)	20,172
The Salvation Army (Emergency Shelter Program)	75,000
United Way of Cumberland County (Administration of EFSP Program)	2,774
<b>Total Phase 37 Appropriated Funding for Cumberland County</b>	<b>\$138,696</b>

**Cumberland County Local Recipient Organizations under Phase CARES Act are the following:**

Cumberland Disaster Recovery Coalition (\$10,000 Rent/Mortgage Assistance; \$5,000 Utility Assistance) Cumberland Interfaith Hospitality Network/Family Promise	\$15,000
((\$32,750 Emergency Shelter for Homeless Families; \$16,045 Rent/Mortgage Assistance; \$9,100 Served Meals) D'Vine Concepts A-Z, Inc (Food Assistance)	8,000
Fayetteville Urban Ministry (\$10,000 Food Assistance; \$5,491 Rent Assistance; \$25,000 Utility Assistance)	40,491
Operation Blessings of Fayetteville (\$10,000 Food Vouchers; \$7,000 Utility Assistance)	17,000
St. Ann Catholic Church (Alter Rosary Homeless Feeding Program Served Meals)	5,400
The Salvation Army (Community Feeding Program)	50,000
United Way of Cumberland County (Administration of EFSP Program)	3,955
<b>Total Phase CARES Act Appropriated Funding for Cumberland County</b>	<b>\$197,741</b>

**Cumberland County Local Recipient Organizations under Phase 38 are the following:**

Action Pathways Second Harvest Food Bank (Weekend Back Pack Feeding Program)	\$18,000
Catholic Charities of the Raleigh Diocese (Emergency Food Assistance Program)	20,000
Cumberland Disaster Recovery Coalition (Utility Assistance Program)	9,000
D'Vine Concepts A-Z, Inc. (Emergency Food Assistance Program)	2,500
Operation Blessings of Fayetteville (\$12,000 Rental/Mortgage Assistance Program; \$9,000 Utility Assistance Program) St. Ann Catholic Church (Alter Rosary Homeless Feeding Program)	20,167
The Salvation Army (Emergency Shelter Program)	5,400
United Way of Cumberland County (Administration of EFSP Program)	50,000
<b>Total Phase 38 Appropriated Funding for Cumberland County</b>	<b>\$127,619</b>

**About EFSP:** The National Board designated United Way of Cumberland County to serve as the administrator to 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.

# WAYS TO GIVE UNITED

United Way of Cumberland County (UWCC) is a non-profit organization dedicated to improving the lives of people in Cumberland County by addressing critical human needs. Our goal is to help people move from challenges to success and build a stable life. We are able to make an impact in Cumberland County with the help of our amazing donors.

**ONE TIME GIFT/DONATION:** [CASH, CHECK, CREDIT CARD] You can go Online to [unitedway-cc.org](http://unitedway-cc.org) and click the donate button.

**PAYROLL DEDUCTION:** An easy/flexible way to contribute a small amount each pay period rather than to contribute the large sum of money all at once.

**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.

**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.

**PLANNED GIFT:** We invite you to leave a meaningful legacy through a planned gift to United Way through your will. We've been supporting Cumberland County for over 80 years and we hope you'll be a part of helping us support the next 80 years. With a planned gift to UWCC, 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. For more information contact Amy Navejas at (910) 483-1179 ext. 222 or [director@unitedway-cc.org](mailto:director@unitedway-cc.org)

## 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:

- It is a sound investment for your company. United Way's knowledge of the community ensures contributions are channeled to where the needs are greatest.
- United Way can help you develop a customized fundraising campaign that aligns with the values and interests of your organization and your employees. We also offer training and support in building your fundraising team and running a great campaign.
- Convenience and affordability in giving options such as payroll deduction and electronic pledging.
- We process all donations, eliminating the need for a third party pledge processor that lacks the ability to bring year-round, community-wide recognition to you and your employees.
- When your employees donate to United Way, their gift will be invested to help those in need in Cumberland County.
- Special recognition benefits for donors who give \$1,000 or more annually.

**To start a workplace campaign contact Melissa Reid at 910-483-1179 ext. 228**

# 2021 PROGRAM AND EVENT SPONSORS



# ANNUAL MEETING SPONSOR



United Way of  
Cumberland County