

LIVE UNITED

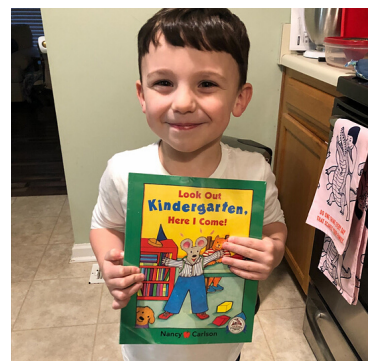


United Way
of Cumberland County

ANNUAL REPORT

Living United in Cumberland County

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“I encourage each of you to think about what makes you passionate and find a volunteer project to match your interests.”

As we begin our preparations for campaign 2023-2024, I want to thank you all for your dedication and commitment to United Way of Cumberland County and our neighbors in need. We are already preparing for Over the Edge 2024, exciting non-profit training opportunities, and another in person campaign wrap up event.

On July 19th, we will host our second Campaign Manager Agency Tour, visiting four partner programs and learning about running a successful campaign. For those who are interested in learning more about a campaign, this is the perfect opportunity to learn tips and tricks from those who have successfully engaged their colleagues.



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

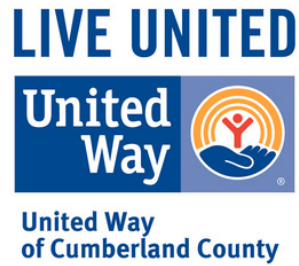
From my perspective, I am particularly proud of the developments and progress in our Community Impact evaluation. We continue to work diligently to ensure we serve as a positive steward of donor dollars. As I tell my team, it is absolutely critical that we be able to confidently tell our donors that we thoroughly and fairly vet our partner programs. Our systems are thorough, consistent, and improving every single year.

I encourage each of you to think about what makes you passionate and find a volunteer project to match your interests.

We continue to receive phone calls every single day from clients in need. Seeing these individuals receive assistance during their time of crisis is so rewarding, and I know that you will feel the same way. One young mother recently called me in hopes of receiving help with diapers for her young child. Payday was a week away and she was running low. Working with our community partner at Catholic Charities, we were able to connect her with diapers and food supplies to carry her through to the next paycheck. Our partner programs can always use volunteers, so please visit our website or reach out to learn more about volunteer opportunities. Supporting your community looks differently for everyone. Meaningful financial giving to me may look different than meaningful financial gifts from another, and the same goes for volunteerism.

Lastly, I want to thank Jane Fields, our outgoing Board President. Jane was an exceptional leader for our Board of Directors, leading us in Strategic Planning updates and various new events. We look forward to the 2023-2024 Board year and leadership from Alisa Debnam.

As always, I welcome you to reach out if you have ideas, suggestions or passions to discuss. Together, we can make an impact.



Mission

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



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, 546,495 books have been mailed.

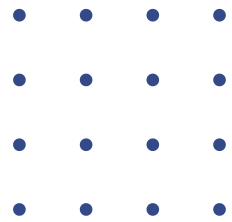


NC 211 is a free and confidential service offered 24 hours a day, 7 days a week, in any language. NC 211 serves as a health and human services referral line that helps all Cumberland County residents in need of help. Local sponsors include the City of Fayetteville, Cumberland County and the Fayetteville Public Works Commission. Last year, 11,616 calls were received by NC 211 for Cumberland County Residents. The top requests were: 1. Housing and Shelter (Rent Assistance, Temporary Shelters, Low-Cost Housing): 5,417 calls; 2. Utility Assistance: 2,802 calls; 3. Employment & Income (Financial Assistance): 960 calls; 4. Support, Advocacy & Special Population Services: 539 calls 5. Government & Legal Assistance (Evictions): 403 calls; 6. Food (Help Buying Food and Food Pantries): 588 calls; 7. Healthcare & COVID-19: 362 calls; 8. Clothing & Household: 179 calls; 9. Mental Health & Addictions: 172 calls; and 10. Transportation Assistance: 97 calls.



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 460 graduates from the Program and over 378 are currently volunteering in leadership roles.

UNITED WAY OF CUMBERLAND COUNTY 2021 - 2022 BOARD OF DIRECTORS



Cathy Barkley
Community Volunteer

Mary Flagg Haugh, Secretary
Community Volunteer

2022 STAFF MEMBERS

Vera Bell
Community Volunteer

Jane Horrocks
Coldwell Banker Advantage

Amy Navejas
Executive Director and CEO

Mary Black
Cumberland County Schools

Ned Johnson
Onsite Homes

Tracy Autry
Accounts Receivable Associate

Steve Blanchard
Community Volunteer

Lucy Jones
Community Volunteer

Nikki McDonald
Finance Lead
Administration Assistant

William Brooks, Jr.
Truist Bank

Carolyn Justice-Hinson
Fayetteville PWC

Crystal Moore Williams
Community Impact Director

Chris Cauley
City of Fayetteville

Dr. J. Larry Keen
FTCC

Melissa Reid
Director of Resource Development

Don Chase
Beasley Broadcasting

Todd Kenthack
Ft. Bragg Federal Credit Union

Kendra Grant
Marketing Coordinator

Richard Craven
Systel Business Systems

Karen Mantzouris
SR-AHEC

Alisa Debnam, Vice Chair
RTI International

Suzanne Pennink
Coldwell Bank Advantage

Dr. Jane Fields, Chair
Cumberland County Schools

Mrs. Deanne Robinson-Blue
Wells Fargo

J. Scott Flowers
Hutchens Law Firm

Ms. Tammy Thurman
Piedmont Natural Gas

Mrs. Winnie Grannis
Community Volunteer

Stuart Walters, Treasurer
Community Volunteer

Amanda Harrell
Pure Barre

Dr. DeSandra Washington
FTCC

THE POWER OF YOUR GIFT

In 2022 United Way of Cumberland County strategically invested in: Education, Financial Stability, Health and Basic Critical Needs.

There were 210,996 individuals and families served, including 22,552 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

- After School & Summer Program
- Community Engagement Program
- Find-A-Friend Mentoring Program
- Youth Intervention & Prevention Programs
- Youth Scouting Programs

Total **EDUCATION** Allocation **\$86,030**

FINANCIAL STABILITY

- Adult Day Vocational Program
- Adult Literacy & Education Center
- Warrior Bridge Program for Disabled Veterans

Total **FINANCIAL STABILITY** Allocation **\$52,379**

BASIC CRITICAL NEEDS

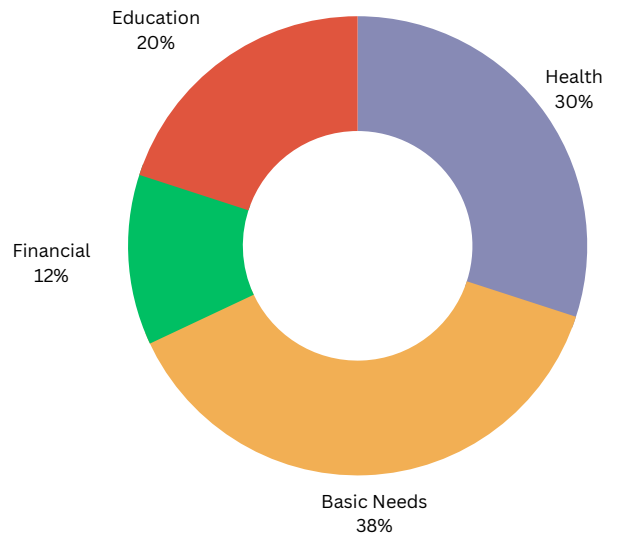
- Day Resource Center for Homeless Women & Children
- Disaster Service & Preparedness
- Emergency Assistance Program
- Emergency Direct Aid (Prescription Assistance)
- Food Pantry Services
- Home Improvement Program
- Senior Nutrition Services (Meals on Wheels)
- Services to Armed Forces

Total **BASIC CRITICAL NEEDS** Allocation **\$159,429**

HEALTH

- Community Care Giving Circle
- Diabetes Self-Management Program
- Domestic Violence Advocacy
- Mental Health & Substance Use Disorder Services
- Preparedness, Health & Safety Program
- VRC New Directions

Total **HEALTH** Allocation **\$123,162**



DID YOU KNOW?

STANDING UP FOR STRONGER COMMUNITIES

COMMUNITY IMPACT 2022

United Way of Cumberland County strives to improve the quality of lives in Cumberland County by addressing critical human needs. Your support in 2022 helped us make a difference in our community.

LIVE UNITED



\$421,000 INVESTED IN LOCAL PROGRAMS & SERVICES

1,660

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

EDUCATION

964

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

FINANCIAL STABILITY

10,484

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.

HEALTH

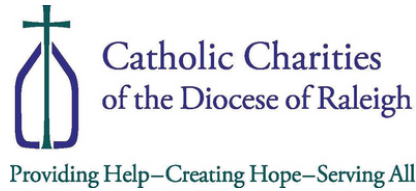
83,130 **Basic Critical Needs**

Individuals and families benefited from programs that provide access to emergency food, safe shelter and other critical needs. 35,000 meal packets were packed during our annual Meal Packing Event.

114,728 **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.

THANK YOU

Special thanks to all of the volunteers who helped us out in 2022. We could not have done it without you!

STATEMENT OF FINANCIAL POSITION



ASSETS

Current Assets:

Cash and cash equivalents	\$437,787
Investments	1,187,874
Pledges receivable (net of allowance)	240,054
Prepaid Insurance	1,089
Sales tax receivable	1,651
Total Current Assets	<u>\$1,868,455</u>

Property and equipment, net	<u>254,605</u>
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Non-current assets:

Beneficial Interest in assets held by Community Foundation	<u>180,354</u>
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\$2,303,414

LIABILITIES AND NET ASSETS

Current Liabilities:

Accounts payable	\$7,819
Deferred revenue	5,274
Designations payable	2,290
Accrued salaries	9,146
Total Current Liabilities	<u>\$24,529</u>

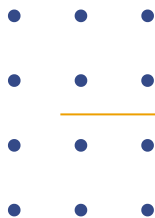
Net Assets:

Without donor restrictions	
Operating	1,844,123
Board designated	14,230
Property and equipment	254,605
Total Unrestricted	<u>2,112,958</u>

With donor restrictions	<u>165,927</u>
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Total Net Assets	<u>2,278,885</u>
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\$2,303,414



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 2022, the Youth Growth Stock Trust awarded \$325,462 to local non-profit programs and schools. Below are the 2022 grant recipients.

COMMUNITY ORGANIZATIONS:

Rape Crisis	Our Heartfelt Community	\$10,000
Arts Council of Fayetteville/Cumberland County	Artists in Schools	\$10,000
Cape Fear Botanical Garden	"Garden Gone Wild", an Exotic Animal Topiary Exhibit	\$10,000
Better Health of Cumberland County	Childhood Obesity Prevention and Management	\$10,000
Methodist University	Shelton Challenge Leadership Camp at Methodist University	\$5,500
Falcon Children Home and Family Services	Falcon Children's Home Woodshop	\$19,412
The Salvation Army	Community Center Recreation Supplies	\$2,048
Miller's Crew	Miller's Crew Phase 3 Miller's Crew Training Center	\$15,000
Fayetteville Symphony Orchestra	Third Grade School Visits and Concert	\$10,000
Fayetteville Academy	2022-2023 SMART Board Program	\$5,740
FTCC Foundation	Community Youth Dental Health Program	\$10,300
Armed Forces YMCA Fort Bragg	Nurturing Dandelions: Military Children Educational Programs (Ages 0-10)	\$12,000
United Way of Cumberland County	Meals of Hope	\$15,000
Child Advocacy Center, Inc.	Child Abuse Prevention and Education	\$10,000
Good Hope Missionary Baptist Church	Youth in Action Summer Enrichment Camp	\$5,000

PUBLIC SCHOOLS GRANTS:

Glendale Acres Elementary	Promoting Reading and Positive Behavior	\$3,000
Douglas Byrd	Academy of Finance Scholarship Fund	\$10,000
Cape Fear High School	FFA Scholarship Program	\$10,000
Terry Sanford High School	SMART Lunch	\$2,750
Stedman Elementary	4th Grade Science and Engineering Resource Tools	\$2,369
Westover High School	Academy of Health Sciences	\$10,000
Westover High School	Academy of Engineering Technologies	\$10,000
Gray's Creek High School Academy of IT	Gray's Creek Academy of Information Technology	\$10,000
Douglas Byrd High School	Workshop Widgets	\$10,568
Douglas Byrd Academy of Green Technology	AoGT Scholarships	\$10,000
Pine Forest High School	Academy of Information Technology Student Scholarships	\$10,000
Eastover-Central School of the Arts	Let's Get Loud! Speakers and Sound for Elementary Music	\$275
Pine Forest High School	Academy of Emergency Medical Science Student Scholarships	\$10,000
Walker Spivey	Walker Spivey Monthly Never Been Absent (NBA) Attendance Celebrations	\$8,000
Cumberland Academy K-5	Social Emotional Supports for Virtual Learners	\$4,000
Jack Britt High School	Integrated Systems Technology Academy of Engineering Scholarships	\$10,000
Westover High School	Wolverines Unite	\$4,000
Seventy First Classical Middle School	One Book 71st- The Power of Reading	\$5,000
Career Pathways-Cumberland County Schools	Career Pathways/Youth Growth Stock Trust Scholarship	\$5,000
Seventy First Classical Middle School	Oh, The Places They Will Go!	\$3,000
Gray's Creek Middle School	Bruins in Blossom	\$3,500
E.E. Smith High School	Dr. W.T. Brown Summer Leadership Academy and Transitional Summer School	\$10,000
Terry Sanford High School	Cumberland County Schools STEAM Centers	\$18,000
South View Middle School	"Greater Expectations" Transition and Mentoring Program 2.0	\$5,000

TOTAL GRANTED: \$324,462

The following individuals served on the YGST committee for 2022:

Robert Hines, Vera Bell, James Wilson, Shirley Konneker, Kim Fisher
 Dr. Jane Fields and Amy Navejas **Administrator:** Stuart Walters

EMERGENCY FOOD AND SHELTER PROGRAM (EFSP)

Cumberland County was awarded \$124,180 under Phase 39 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 39 are the following:

Action Pathways Second Harvest Food Bank (Weekend Backpack Feeding Program)	\$29,174
Catholic Charities – (Food Pantry Services)	\$29,174
D'Vine Concepts A-Z, Inc. – (Food Assistance Program)	\$5,000
Fayetteville Urban Ministry (Food Assistance Program)	\$29,174
The Salvation Army (Served Meals Program)	\$29,174
United Way of Cumberland County (Administration of EFSP Program)	\$2,4848
Total Phase 39 Appropriated Funding for Cumberland County	\$124,180

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

Action Pathways Second Harvest Food Bank (Weekend Back Pack Feeding Program)	\$27,682
Connections of Cumberland County (\$42,626 Rent Assistance; \$40,000 Utility Assistance; \$35,000 Shelter Assistance)	\$117,626
Fayetteville Urban Ministry (\$18,987 Rent Assistance; \$18,987 Utility Assistance) \$	\$37,974
Operation Blessings of Fayetteville (\$32,000 Rent Assistance; \$10,626 Utility Assistance)	\$42,626
The Salvation Army (Mass Shelter Program)	\$150,227
United Way of Cumberland County (Administration of EFSP Program)	\$7,676
Total Phase ARP Appropriated Funding for Cumberland County	\$383,811

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.

\$324,462

YOUTH GROWTH STOCK TRUST



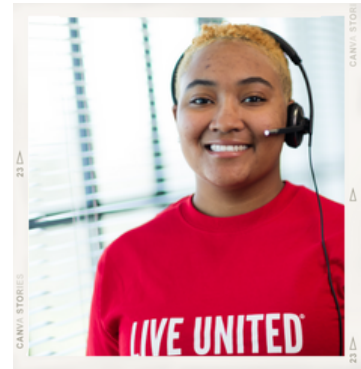
\$507,991

EMERGENCY FOOD & SHELTER PROGRAM



\$19,580

NC 2-1-1 SERVICE



\$32,017

DOLLY PARTON IMAGINATION LIBRARY



UNITED WAY COMMUNITY HIGHLIGHTS



BEING THE CHANGE IN OUR COMMUNITY



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 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

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 Roshelle at 910-483-1179 ext. 228

2022 PROGRAM AND EVENT SPONSORS



CITYVIEW

THANK YOU

Special thanks to all of our sponsors who helped us in 2022. We could not have done it without you!

2022 UNITED WAY CAMPAIGN PARTNERS



2022 UNITED WAY CAMPAIGN PARTNERS



WE APPRECIATE YOU!

Special thanks to all of our donors who helped us in 2022. Your support means to 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.



910-483-1179



222 Maiden Lane, Fayetteville, NC 28301



www.unitedway-cc.org

