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## 2019 UWNC Board of Directors


<b>Lois Inglad, Chair</b> <i>Atrium Health</i>	<b>Laura Clark</b> <i>UW of Central Carolinas</i>	<b>Ricky Hurtado</b> <i>NC Scholar's Latinx Initiative</i>
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	<b>Tyran Hill</b> <i>NC Community Development Initiative</i>	<b>Roy Watson, Jr.</b> <i>BCBS of NC</i>




### United Way's NC 2-1-1 2018 Facts and Figures




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**152,122 callers - 183,030 needs met**




**37,048**  
Housing & Shelter




**23,085**  
Disaster Services



**18,449**  
Utility Assistance



**8,465**  
Healthcare Assistance




**8,436**  
Food Assistance


**Plus 402,661 web searches and views on nc211.org**

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**NC 2-1-1 is a free, confidential information & referral service**



provided in all 100 NC counties




Database of more than 19,000 resources


**2-1-1 counts**  
*Real-time database of caller information*


**nc.211counts.org**  
View call data by zip code, county, region, state or federal legislative districts

Available 24/7/365 by dialing 2-1-1 or visiting [nc211.org](http://nc211.org)

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 Highly trained call specialists in two call centers

 Each call specialist receives **80 hours of training** before taking calls, and ongoing training throughout their time at NC 2-1-1

 The NC 211 Resource Team is dedicated to ensuring the 211 database is current and accurate for all 100 NC counties. The team ensures resource listings are consistent and align with AIRS Standards and the NC 211 Style Guide.

NC 2-1-1 is brought to you by United Way of North Carolina with support from local United Ways.  
For more information, visit [www.nc211.org](http://www.nc211.org).  
All numbers are as of December 31, 2018.

## United Way of North Carolina Staff

<b>Laura Zink Marx</b> <i>President and CEO</i>	<b>Laura James</b> <i>Director, Resource Strategy &amp; Technology Integration</i>
<b>Anita Barker</b> <i>Director of Education &amp; Engagement</i>	<b>Linh Pham</b> <i>Resource Coordinator</i>
<b>Heather Black</b> <i>NC 2-1-1 Statewide Director</i>	<b>Leah Proctor</b> <i>NC 2-1-1 Resource &amp; Outreach Specialist</i>
<b>Sue Daniels</b> <i>Resource Coordinator</i>	<b>Sarah Richards</b> <i>Resource Coordinator</i>
<b>Kelsey Harris</b> <i>Resource Coordinator</i>	<b>April Walsh</b> <i>Resource Coordinator</i>

United Way of North Carolina  
1130 Kildaire Farm Road  
Suite 100  
Cary, NC 27511

919-834-5200

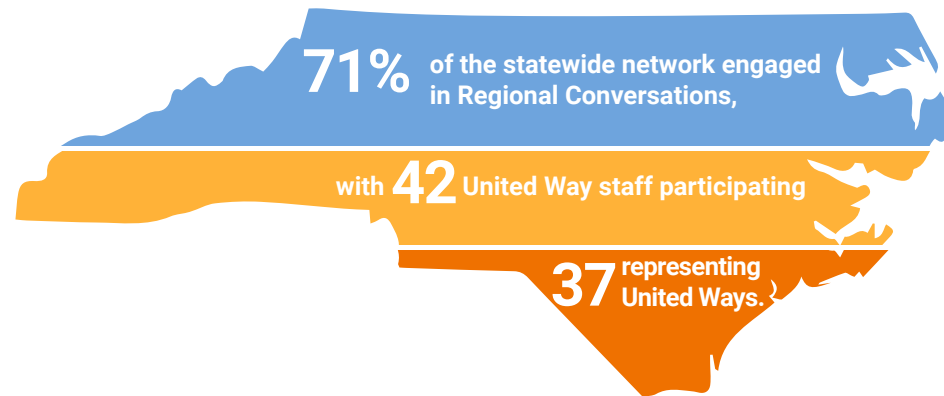
[unitedwaync.org](http://unitedwaync.org)  
[nc211.org](http://nc211.org)

# 2019 ANNUAL REPORT

## A Modern Approach To Changing Communities

United Way of North Carolina

In 2019 United Way of North Carolina worked alongside a trusted and powerful network of local member United Ways to drive measurable change in local communities across North Carolina. Strengthening the partnership was achieved through data driven education and capacity building opportunities, along with exposure to innovative practices.



**22** United Way staff visited the General Assembly making **38** visits and securing the NC 211 state appropriation for **\$250K**. They also had the opportunity to speak with First Lady Cooper and share the work that their local United Way is leading.

NC 211 was celebrated on 2.11.19 as part of UWNC's Annual Meeting events. Mike Sprayberry, Director of NC Emergency Management spoke and 211 call center teams were honored. **58** United Way leaders gathered to learn about NCCARE360 and celebrate **37** Spirit of United Way winners.

A healthy, engaged and vibrant United Way systems was achieved by coaching, connections and risk management assistance.

UWNC authentically listened to the network through surveys and personal conversations led by the Return on Investment Team. **64%** of the network responded with their future needs, offered evaluation of products and services, and which led to the 2020 Workplan that is targeted and reflective of the network's priorities.

2020 will be a year of shared opportunities with the goal of moving toward a growth mindset and offering local communities a modern United Way that brings unparalleled service, solutions and engagement to donors and those in need.



United Way of North Carolina staff and intern prepared a Policy Brief with analysis and recommendations on the Benefit Cliff in North Carolina.

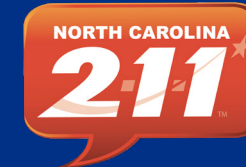
Onboarding of **5** new United Way executive directors to ensure a cohesive network.

## NCCARE360

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## Continued Role in Disasters in NC



NC 211 continued its role in supporting storm survivors in North Carolina. Through the ReBuild NC program, NC 211 serves as the call center for North Carolinians applying for federal Community Development Block Grant – Disaster Recovery Dollars. A dedicated team of 211 call specialists serve the ReBuild program by helping clients make appointments, checking application status, and answering questions about the program. In support of Back@Home, another dedicated team at 211 screened callers to see if they are eligible for State funds to help prevent them from becoming homeless as a result of Hurricane Florence. While the Back@Home program came to an end as the year closed, the work with ReBuild NC is expected to continue for years to come as North Carolina recovers from Hurricanes Florence and Matthew.

The team at NC 211 activated in preparation for Hurricane Dorian's expected landfall in September. The team spent the week working to prepare for a potential large-scale disaster in the State, but fortunately the impact to North Carolina was not as significant as expected. The run through proved to be a great exercise for the team – always working to be prepared if disaster hits our State.

In recognition of recent activities during Hurricanes Matthew and Florence, the NC 211 Team was honored to receive the first ever Alliance of Information and Referral Systems Innovation Award. The award was presented at the annual AIRS conference and recognized the NC 211 team for their tireless efforts and dedication in developing best practices for responding to disaster calls during recent activations.



## \$1.5M in Funding Secured for NC211!

2019 was a banner year for NC 211 and has laid the groundwork for exciting growth in 2020! Several key grant opportunities were identified for NC 211 in recent months, resulting in close to \$800,000 in new grant dollars to expand NC 211's role in social services in North Carolina.

In October, NC 211 was awarded a two year grant by the NC Governor's Crime Commission of Victim of Crime Act (VOCA) funds to develop a statewide Cybercrime Security Initiative. This new initiative, which will launch in second quarter of 2020, will establish NC 211 as the number to call if you think you've been a victim of a cybercrime. Through a partnership with the Cybercrime Support Network, a team of dedicated staff will be trained to provide response and recovery support to cybercrime victims. Additionally, NC 211 and CSN will work with law enforcement agencies across the state to support and enhance efforts to report cybercrime activity in the State.

Additionally, NC 211 secured funding from the NC Coalition to End Homelessness and Synchrony to expand the use of 211 as the access point for Coordinated Entry in communities across the State. Utilization of 211 as the access point for families experiencing homelessness will make it easier for all to navigate through a complex social services system. And, with the support of Synchrony, diversion dollars will be available to help divert families away from sheltering whenever possible. Be on the look-out for more information on this exciting work in the coming months.

In addition to the new grants, NC 211 has expanded its role in the ReBuild NC program to support the program's expansion to serve those impacted by Hurricane Florence. The team of 211 staff dedicated to support ReBuild will grow and the services offered will be enhanced in 2020.

And, finally, but perhaps most importantly, the legislative appropriation for NC 211 was secured as a recurring appropriation via a bill in support of Hurricane Dorian recovery. The appropriation of \$250,000 annually ensures that 211's infrastructure and staff are available to respond to a disaster as part of the State Emergency Response Team. We are grateful to all the local United Way leaders who made calls and sent emails to legislators to encourage support for these legislative dollars.