

United Way of North Carolina is the state organization representing 57 United Ways in the state of NC. United Ways across North Carolina raise and invest over \$100M each year to address priority needs in local communities. Our Advocacy Agenda is focused on advancing the common good by supporting the building blocks of a good life for all, a quality education that leads to a stable job, enough income to support a family through retirement, good health and a strong nonprofit sector where all North Carolinians have access to the services they need through NC 2-1-1.

United Way of North Carolina is a non-partisan ally. United Way of North Carolina will work with elected officials, policy advocates and statewide partners in making North Carolina stronger. Together we can build on what is working, capitalize on partnerships and improve lives across the state. We have identified four advocacy areas for 2015.

The United Way of North Carolina will focus our advocacy efforts in the coming year to:

1. Continue the Development of the NC 2-1-1 system

United Way of North Carolina seeks to establish a robust statewide 2-1-1 System that links citizens to critical community resources. UWNC supports: (i) opportunities to shift existing state or federal funds to streamline access to information and referral service and to bring efficient, quality driven alternatives to multiple 800 numbers; (ii) a partnership with state government to ensure 100% of state government program information is available through the NC 2-1-1 database; and, (iii) inclusion of the 2-1-1 system in the state Emergency Operations Plan.

2-1-1 staff had seat in the Emergency Operations Center during Hurricane Joaquim. Access to WebEOC has been granted.

2-1-1 white paper complete that highlights benefits of and common entry portal for health and human services, research, and marketing opportunities.

Laura Marx serves on the Coordinated Assessment Council for North Carolina.

2-1-1 is partnering with NC State Board of Elections to share information on Voter ID Law Changes and disseminate marketing materials across North Carolina.

2. The United Way of North Carolina will actively engage with local United Ways and their leaders to:

Educate New Members in Congress regarding the benefits of Children's Health Insurance Program (CHIP) in North Carolina and urge the continued funding for CHIP. Congress must act this year to stabilize the CHIP funding stream to ensure that states can continue to operate their programs without interruption to ensure health coverage for over 400,000 eligible children in North Carolina.

Resources:

[CHIP Fact Sheets](#)

Chip sign-on effort – February 11 – Chip Fact Sheet provided along with education as to why Chip should be extended. Key messages and calls to action provided.

April 14 – CHIP reauthorized announcement – significant victory. Via email and website, encouraged “thank you” to Members of Congress.

3. **United Way of North Carolina will join and support efforts by engaging community, organizational and political leaders to advance these core issues through a comprehensive communication strategy with our members and their local partners to:**

• **Strengthen the Nonprofit Sector and Support Policies that Address:**

➤ **Non-Profit Tax Exemption**

All 501(c)(3) nonprofits should be fully exempt from state and local taxes – including sales, property, and business taxes – on activities related to their charitable missions.

Resources:

[Advocacy Tools \(National Council of Nonprofit\)](#)

[2015 Public Policy Priorities for North Carolina’s Nonprofit Sector](#)

July 17 – Call to action on “Cap on all Itemized Deductions”. Editorial template provided. Targeted specific counties whose Senate representation serve as Finance and Budget Chairs.

➤ **Incentives for Charitable Giving.** Tax policies should encourage North Carolinians to give back generously to their communities by supporting the work of charitable nonprofits.

Resources:

[2015 Public Policy Priorities for North Carolina’s Nonprofit Sector](#)

July 20 - Call to Action – Charitable Tax Deduction – Contact information provided for Conference Committee Chairs and Conferees of Financial Committee Chairs. Phone calls, emails or letter by mail were all suggested with contacted information link provided.

July 21 – Allan Morse and Jan Hayes, Public Policy Committee Co-Chairs sent Letter to the Editor – Raleigh News & Observer, which was published.

- **Education of elected and public officials on the benefits and efficiencies of nonprofits** with a focus on positive program and community outcomes, strong partnerships and collaboration with accountability.

Resources:

[Benefits of Nonprofits](#)

[Non-Profit Impact on NC](#)

TABOR – July 2015 – Email, twitter and Facebook blitz educating local United Way leadership and other partners about the damaging effects of TABOR. Call to action initiated.

TABOR – August 2015 – United Way of North Carolina Board signed letter which was mailed to every Senator and House Member. A few handwritten responses were received. TABOR was defeated.

- **Preserve economic opportunities for our citizens including the National Earned Income Tax Credit and Child tax Credit.**

Resources:

[EITC Fact Sheet](#)

EITC Awareness Day – January 30 – encouraged contact to Members of Congress with information link, templates for sample tweets and Facebook posts.

Participating in EITC Event held in March – encouraged United Way leadership/staff to attend. UW of Forsyth County and UW of Greater Greensboro participated.

4. United Way of North Carolina will monitor and track issues surrounding:

EDUCATION

Quality Childcare
Pre K Preparedness
Graduation Rates
[Communities In Schools](#)
[Best NC](#)
[Public School Forum](#)

Laura Marx asked to serve on NC Best Council to improve education in North Carolina.

Southern Institute Conference partnered with The Campaign for Grade-Level Reading to provide a day-long meeting on successful collaborative efforts addressing solutions for students to achieve success in school.

FINANCIAL STABILITY

Homelessness
Affordable Housing
Healthy Foods
SNAP, TANF
[Unemployment Changes and Nonprofits](#)
[Child Care Coalition](#)
[Earned Income Tax Credit](#)

March 31 – Economic Inclusion: Tools to Build the Financial Strength of Low-Income Families and Communities. EITC discussion – partnered with Federal Reserve Bank of Richmond. Provided information and registration.

October – NC Pathways to Financial Success Conference – UW of Greater Greensboro participated, along with UWNC.

Advocacy 101 Workshop Offered during Southern Institute Conference

HEALTH

Health Coverage Access
Medicaid
[Health Access Coalition](#)
[Children’s Health Report Card](#)
[The Effect of the Recession on Child Well-Being](#)

NC 2-1-1 chosen to received \$10,000 grant from “Red Nose Day” to educate call center staff on flu epidemic protocol.