

United Way of North Carolina

2017 Advocacy Plan

United Way of North Carolina (UWNC) is a network of 53 member organizations – each led by a local volunteer board that sets advocacy, funding, and problem-solving priorities for their community. UWNC leads the mutual vision in North Carolina to ensure all individuals and families reach their full potential through education, financial stability and health opportunities. UWNC believes that strong communities require a thriving charitable sector with government and business partners who can mobilize the best resources to find and initiate solutions to community challenges. Collectively, United Ways in North Carolina invest more than \$100 million annually to assist families and neighborhoods.

As a statewide, nonpartisan voice for the United Way community, UWNC leads advocacy efforts in North Carolina to:

- Raise awareness of the critical issues facing local communities, activate volunteers, and initiate solutions for change;
- Address and support policies which:



Lead To A Quality Education For All Children And Youth



Support Working Families To Achieve Financial Stability



Promote Healthy Living For North Carolinians Of All Ages

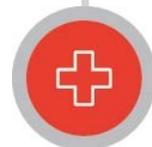
UWNC's advocacy goals for 2017 are to:



Establish a recurring financial partnership of \$250K with the state of North Carolina to ensure access to NC 2-1-1 and shore up the data resource system. UWNC invests \$800K annually.



Educate policymakers and state legislators on the benefits of using the Self-Sufficiency Standard as a benchmark for what is needed to make ends meet in North Carolina.



Support the North Carolina statewide nonprofit sector to ensure a healthy and vibrant nonprofit community that address challenges facing North Carolinians with efficiency and innovation.



Monitor and track policy and budget allocation activity that impact service delivery of quality education, financial stability, and healthy living; and seek to advance other core issues that align with United Way's work.



For more information:

NC 2-1-1

Self-Sufficiency Standard www.unitedwaync.org

www.nc211.org

