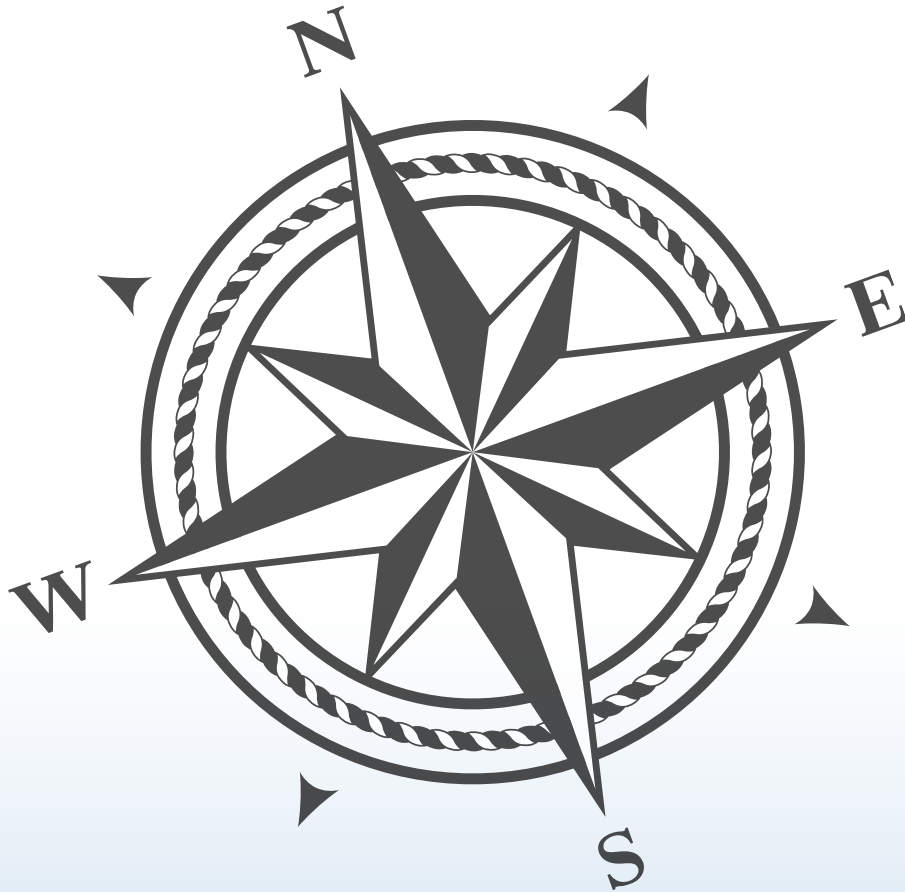
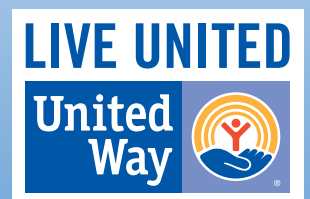
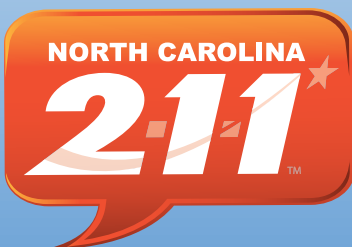


# UNITED WAY OF NORTH CAROLINA

## 2015 ANNUAL REPORT



**TOGETHER,**  
WE LEAD THE WAY



There is nothing more exciting than embarking on a new journey. In 2015, it was our privilege to join with the United Way of North Carolina and NC 2-1-1 Boards of Directors to re-imagine how our organization could grow to bring the greatest value back to our membership and their local communities.

Together, we accomplished this by gaining a greater understanding of what is important to our local United Ways through regional meetings, personal contact with almost every United Way statewide, an organizational evaluation using a Core Capacity Assessment Tool, and surveying each local United Way. It is clear from all of the data and feedback gathered that our statewide organization's role is to elevate local United Ways' work with a statewide voice that celebrates collaboration in finding solutions for the toughest problems in our local communities. Additionally, we recognized that our NC 2-1-1 system is at the core of this work and a vital resource that should be more prominently integrated into local United Ways' work and messaging.

Nationally, we provided leadership and served as a conduit to fund enhancements to the 211counts.org dashboard and facilitated an evaluation program that will be used to set the course for increased awareness and use of the 211counts.org website nationally. We have also entered into partnership with United Way Worldwide and other quality driven 2-1-1 systems nationally to leverage the 2-1-1 system to:

- identify and connect human trafficking victims to those who can help;
- explore how best to connect veterans to local services and support through Mission United; and
- join in the CDC National Flu On Call program to provide triage during a flu pandemic through the 2-1-1 portal in 2016.

While we are proud of our accomplishments in 2015, there is still much to do in this new year and we are excited to get started. Together, with our United Ways, local partners and funders, we are charting a course that creates dialogue and regional partnerships to strengthen United Way's collaborative power and uplift our brand.

Thank you for supporting our transformation, and we look forward to continuing our partnership for many years.



Brenda B. Diggs  
2015 Chair, Board of Directors  
United Way of North Carolina



Laura Zink Marx  
President & CEO  
United Way of North Carolina

## 2015 BOARD OF DIRECTORS

### **Brenda Diggs - Board Chair**

Wachovia Bank (Retired)

### **John Anthony - Vice Chair**

First Tennessee Bank

### **Tony Wolfe - Treasurer**

People's Bank (Retired)

### **Scott McBurney - Secretary**

Atlantic Coast Conference

### **Cindy Brady**

Family Justice Center  
of Alamance Co.

### **Dari Caldwell**

Novant Health, Rowan  
Medical Center

### **Jennie Connor**

Catawba County United Way

### **John Eller**

Catawba County  
Social Services

### **Sarah Langer Hall**

NCSU Institute for  
Emerging Issues

### **Mary Flagg Haugh**

Community Volunteer

### **Cindy Gordineer**

United Way of  
Forsyth County

### **Jan Hayes**

United Way of Lee County

### **Lois Inglad**

Carolinas HealthCare System

### **Laura Zink Marx\***

United Way of North Carolina

### **Melanie Matteson**

Kimberly-Clark, Berkeley Mill

### **David J. McNeill**

Duke Energy

### **David Miller**

D. S. Miller, Inc.

### **Bill Millett**

Scope View Strategic  
Advantage

### **Allan Morse**

Business Owner

### **Gareth Montague-Smith**

KPMG LLP

### **Chris Nelson**

United Way of the  
Cape Fear Area

### **Marvin Pittman**

Pittman Education  
Consulting Services

### **Nancy Reigel**

AT&T (Retired)

### **Brad Risinger**

Smith Moore Leatherwood

### **Brian Usischon**

The University of  
North Carolina

### **Melinda Walker**

Mottis

### **Roy Watson, Jr.**

BCBS of North Carolina

\*Ex-officio

# Member Services

A very important way that United Way of North Carolina (UWNC) serves its member United Ways is to bring professionals together to discuss issues impacting local United Ways and their communities. In 2015, UWNC Regional Conversations gathered **42** executive directors from **60** North Carolina counties to meet in **4** regions across the state. These events allowed members to get acquainted with UWNC's newly hired president, Laura Zink Marx, and to weigh-in on a variety of issues affecting their work. Topics included potential collaboration on grant proposals, improvements to NC 2-1-1 and 211 Counts, and best ways to inform UWNC's work moving forward. This approach to networking and sharing best practices will continue to be a top priority moving into 2016.

Other member services in 2015:

- onboarding and support of new executive directors with experienced United Way CPOs assigned as mentors;
- training events and networking opportunities, including the Southern Institute Conference attended by **185** United Way leaders with **7** states represented;
- Unified Marketing program supporting **27** local United Way communities during campaign and events year round;
- provided leadership and represented local United Way interests by developing partnerships with organizations such as Pathways to Prosperity, Partners Against Human Trafficking, BankOn, NC Early Childhood Education, Best NC, and the Campaign for Grade Level Reading.



*"By becoming increasingly inclusive of our members' needs in establishing customer service priorities, we will be better prepared to meet the challenges of a changing philanthropic culture in the state."*

- Chris Nelson (pictured) is the Executive Director of United Way of the Cape Fear Area and a long-time Chair of the Member Services Committee

## MEMBER SERVICES COMMITTEE

### **Chris Nelson - Chair**

United Way of the Cape Fear Area

### **Heidi Norwick - Vice Chair**

United Way of Alamance County

### **Melissa Adamson**

United Way of Pitt County

### **Brenda Dickerson-Daniel**

United Way of Granville County

### **Randy Foreman**

Albemarle Area United Way

### **Faye Hassell**

United Way of Rutherford County

### **Richard Heins**

United Way of Central Carolinas

### **Robert Hines**

United Way of Cumberland County

### **Dottie Jackson**

Yadkin County United Fund

### **Edwin Jeffords**

United Way of the Greater Triangle

### **Frank McCain**

United Way of Greater Greensboro

### **Ginny Mohrbutter**

Tar River Region United Way

### **Steve Parr**

United Way of Wayne County

### **Bobby Smith**

United Way of Greater High Point

### **Judi Thurston**

United Way of Wilson County



*"We should all encourage callers who are looking for help to 'hang up and call 2-1-1.' This will build the brand of 2-1-1 and establish statewide that NC 2-1-1 is the place to go when you need help in North Carolina."*

- Bob Lippard  
Executive Director  
Rowan County United Way

## 2-1-1 BOARD OF DIRECTORS

- Jeff Johnson - Chair**  
CIGNA
- Brad Risinger - Vice Chair**  
Smith Moore Leatherwood
- Ruth Birge**  
Community Volunteer
- Jim Cieslar**  
United Way of Pitt County
- Jennie Connor**  
Catawba County United Way
- Edwin Jeffords**  
United Way of the Greater Triangle
- Bob Lippard**  
Rowan County United Way
- Dennis Marstall**  
United Way of Central Carolinas
- Laura Zink Marx - Ex Officio**  
United Way of North Carolina
- Kim McCombs-Thornton**  
NC Partnership for Children
- Chris Nelson**  
United Way of the Cape Fear Area
- Randy Perkins**  
Prime Personnel Resources, Inc.
- Ann Von Brock**  
United Way of Asheville & Buncombe County
- Randy Welch**  
Duke Energy
- Rebecca Williams**  
University of North Carolina at Chapel Hill
- Tony Wolfe**  
Community Volunteer

## An Exciting Year for NC 2-1-1

**119,000** people requested services encompassing **146,000** health and human service needs. **173,622** unique visitors searched for resources at nc211.org

With over **292,000** contacts, United Ways across North Carolina are able to capture local trends and local needs. Statewide our top needs reflect national 2-1-1 trends.

## 2015 Top Caller Needs



Shelter **30%**  
Rent/Mortgage Assistance **39%**  
Low-Cost Housing **23%**

**HOUSING**  
**35,900 REQUESTS**



Electric **65%**  
Water **11%**  
Utility Deposit **8%**

**UTILITIES ASSISTANCE**  
**20,900 REQUESTS**



Food Pantries **73%**  
Financial Help **13%**  
Soup Kitchens **6%**  
Home Delivered Meals **4%**

**FOOD**  
**10,371 REQUESTS**



Providers **23%**  
Insurance **14%**  
Dental **14%**  
Prescriptions **13%**

**HEALTHCARE**  
**12,765 REQUESTS**





## Enhancements to 211counts.org dashboard

Thanks to the generosity of the William R. Kenan, Jr. Charitable Trust, 2015 marked the first full year of 211counts.org dashboard of 2-1-1 caller needs. The ability to view nearly real-time data brings to life the needs of the 2-1-1 caller. Based on feedback from across NC, the website expanded to include more detailed categories of help requested and more choices for geographic regions - including US congressional and NC legislative districts. 211counts.org is for any person who cares about human needs and it can be a useful tool to assist in writing grants, developing policy, or having conversation about local community need. Our hope is that as calls to 2-1-1 increase, the value of 211counts.org and the information it provides will become the “go to” source for prioritizing community services and funding.

*“I am looking forward to forging new partnerships. Providing a single portal to connect people with local services just makes sense and because of our local United Ways’ investment it is cost effective and quality driven.”*

- Heather Black, Statewide Strategy Director



## New 2-1-1 Partnerships

- The Hurricane Joaquin flooding event in October 2015 was a catalyst that strengthened our partnership with NC Emergency Management. NC 2-1-1 staff were on site at the State Emergency Operations Center in Raleigh to receive the most current information available on the storm’s path, flooding issues across the state, and shelter availability. Both 2-1-1 call centers were staffed and responding to callers before, during and after the threat passed.
- NC Coalition to End Homelessness (NCCEH) and their Balance of State Continuum of Care regional committees partnered with NC 2-1-1 to compare community directories with the 2-1-1 database with the goal to improve data integrity.
- Through a new partnership with the NC State Board of Elections, call center specialists will be trained to provide information on new voter ID laws that will be in effect for the 2016 elections.
- NC 2-1-1 is one of a few 2-1-1 centers nationwide that received a grant through the Red Nose Day Project supporting NC 2-1-1 by training call center staff to identify and help victims of human trafficking who call 2-1-1.
- Plans are set for NC 2-1-1 to launch two pilot initiatives in Alamance and Onslow Counties with the many organizations working to end homelessness through the continuum of care models being developed locally.

# State Employees Combined Campaign

United Way of North Carolina is proud to serve as the State Campaign Organization of North Carolina's State Employees Combined Campaign (SECC), the only authorized charitable campaign in the state workplace.

In 2015, the campaign surpassed a huge milestone - achieving \$100 million in contributions since the campaign was created in 1984. The campaign, led by State Chair Neal Alexander, Director of the NC Office of State Human Resources and Vice Chair, Donald R. van der Vaart of NC Department of Environment & Natural Resources, raised more than **\$3.7 million** from more than **18,000** employees from general government agencies and UNC System institutions. Nearly **1,000** charities were eligible for contributions.

For more information on the SECC, visit [www.ncsecc.org](http://www.ncsecc.org)



# Unified Marketing Program

"What Our Community Needs is You" set the tone for United Way marketing efforts in 2015. A strong ask, community impact focused messaging, and telling stories of change provided a framework for United Way's campaign efforts.

Thanks to a skilled marketing team of local United Way staff, **27** organizations participated with gang printing, saving thousands of dollars on marketing cost and material design. Campaign tools included posters, brochures, bookmarks, rack cards, and notepads.

Unified Marketing efforts are under continual development and 2016 holds more advances as Classic Graphic will offer online template download and ease of design, along with a streamlined ordering process.



## Advocacy

Encouraging local United Ways to find their voice and stand for their mission through advocacy is an important way that United Way of North Carolina serves its members. In 2015, more than **240** community leaders, United Way staff, elected officials and others gathered across North Carolina for regional Advocate NC! events. Advocate NC! participants were informed of policy changes and budget impact resulting from the 2015 long legislative session and advised on what to expect in the upcoming 2016 short session. Participants engaged in an advocacy action activity allowing them to practice steps for advancing their mission.



Allan Morse, Co-Chair of UWNC's Public Policy Committee, shared some powerful words he once heard from a legislator and UW volunteer: *"If you're not at the table, you're on the table."* Translation: if you are not actively communicating with your elected officials, then you are potentially on the chopping block to be cut, whether it's a budget item or policy decision that will affect your community. *"It is the responsibility of every nonprofit employee to engage in public policy advocacy in support of those they serve and issues central to their mission,"* explained Morse.

## Public Policy

The UWNC public policy agenda guides the direction for local and state level advocacy involvement. In 2015, UWNC initiated several calls to action to impact federal and state policy. Along with our non-profit partners, we achieved success in:

- maintaining the charitable tax deduction, nonprofit sales tax refund, and property tax exemption in NC
- workers compensation changes for uncompensated board officers in NC were enacted
- the US Senate passed legislation that makes permanent the expiring provisions of the Earned Income Tax Credit (EITC) and Child Tax Credit (CTC), two credits that help working families keep more of what they earn to pay for things like child care, food, and reliable transportation to get to work
- the IRA Charitable Rollover

Working together with local United Way leadership, the 2016 UWNC Advocacy Agenda will reflect local and state United Way priorities, federal legislation and statewide policy changes that impact nonprofit work, while keeping a watchful eye over United Way's core values of Education, Financial Stability, and Health.

## 2015 PUBLIC POLICY COMMITTEE

**Allan Morse - Chair**  
Business Owner

**Eric Aft**  
United Way of Forsyth County

**Deborah Ally**  
United Way of Gaston County

**Jennie Connor**  
Catawba County United Way

**Brenda Diggs**  
Wachovia (Ret.)

**Sharee Fowler**  
United Way of Forsyth County

**Barbara Frye**  
United Way of Greater High Point

**Jan Hayes**  
United Way of Lee County

**Stan Holt**  
United Way of the Greater Triangle

**Ron Katz**  
United Way of Asheville and  
Buncombe Co.

**Sarah Langer Hall**  
NCSU Institute for Emerging Issues

**Sylvia Long**  
Catawba Co United Way

**Frank McCain**  
United Way of Greater Greensboro

**Marvin Pittman**  
Education Advocate

**Brad Risinger**  
Smith Moore Leatherwood

**Joel Rosch**  
Duke University



# UNITED WAY AND THE ACC

Celebrating  
**20** YEARS  
of Partnership



“For two decades, the ACC and United Way partnership has provided the opportunity for our student-athletes to showcase their ongoing involvement in their local communities through the good works of the United Way. I truly believe that the ACC and the United Way will enjoy its partnership for many years to come.”

- ACC Commissioner John D. Swofford



**LEARN MORE AT  
THEACC.COM/UNITEDWAY**

Do you or someone you know need help? Dial 2-1-1 to find help in your community. This free information and referral service to health and human service programs is powered by United Way.

**2-1-1**  
Get Connected. Get Answers.



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