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 Joaquin. 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:

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<tr>
<th>EDUCATION</th>
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<td>Quality Childcare</td>
<td>Homelessness</td>
<td>Health Coverage Access</td>
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<td>Affordable Housing</td>
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<td>Healthy Foods</td>
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<td><strong>Communities In Schools</strong></td>
<td>SNAP, TANF</td>
<td><strong>Health Access Coalition</strong></td>
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<td><strong>Best NC</strong></td>
<td><strong>Unemployment Changes and Nonprofits</strong></td>
<td>Children’s Health Report Card</td>
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<td><strong>Public School Forum</strong></td>
<td><strong>Child Care Coalition</strong></td>
<td><strong>The Effect of the Recession on</strong></td>
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<td><strong>Earned Income Tax Credit</strong></td>
<td><strong>Child Well-Being</strong></td>
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<td>Laura Marx asked to</td>
<td>March 31 – Economic Inclusion: Tools to</td>
<td>NC 2-1-1 chosen to received</td>
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<td>serve on NC Best Council</td>
<td>Build the Financial Strength of Low-</td>
<td>$10,000 grant from “Red Nose</td>
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<td>to improve education in</td>
<td>Income Families and Communities. <strong>EITC</strong></td>
<td>Day” to educate call center</td>
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<td>North Carolina.</td>
<td>discussion – partnered with Federal</td>
<td>staff on flu epidemic</td>
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<td>Reserve Bank of Richmond. Provided</td>
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<td>information and registration.</td>
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<td>Southern Institute</td>
<td>October – NC Pathways to Financial</td>
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<td>Conference partnered</td>
<td>Success Conference – UW of Greater</td>
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<td>with The Campaign for</td>
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<td>Grade-Level Reading to</td>
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<td><strong>Advocacy 101 Workshop Offered during</strong></td>
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<td>meeting on successful</td>
<td><strong>Southern Institute Conference</strong></td>
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