

The United Way of North Carolina Board and staff thank our local United Ways, funders and partners for allowing us to serve North Carolina in 2019. The board continues to be actively engaged in focusing our work to bring the greatest value back to our local United Way members and to leverage NC 2-1-1's infrastructure in support of local, statewide initiatives and disaster recovery.

The Return on Investment Committee conducted an extensive survey, meetings and interviews with our United Way membership to inform priorities of specific tasks and projects that will provide a direct return on investment for local United Ways. The survey analysis supported the "refresh" of the NC Self Sufficiency Standard, a new approach to advocacy that will align with United Way community impact. Survey responses also supported the end of a long term relationship with the state as the campaign organization for the State Employee Combined Campaign.

United Way of North Carolina began work leading a team of innovative partners (including NC 211 and local United Ways) in the creation of the first statewide care coordination system in the nation to connect health and human services. NCCARE360 has provided a unique opportunity to expand our data team and to build navigation capacity through NC 211. Local United Ways have provided support in the 50 counties where NCCARE360 has launched and will continue these efforts in 2020 as well. NCCARE360 has also provided the opportunity to present nationally on the role a United Way can play in care coordination and to assist United Ways in other states who have begun similar projects.

The 211 system also continues to grow. The recovery work from Hurricanes Matthew and Florence has allowed NC 211 to build a team of dedicated disaster navigators. Additionally, two new initiatives launch in early 2020 that will leverage 211 as a single port of entry for coordinated entry across the state and for reporting cybercrime and connecting to cybercrime recovery services. We are also looking to the future and how best to align 211 with other contact points through NCCARE360, text and the website while continuing to provide live, 24/7/365 assistance to over 130,000 callers each year.

While we are proud of our accomplishments in 2019, there is still much to do in the New Year and we are excited to get started. Together, with our local United Way members, partners and funders, we are charting a course that creates dialogue, collaborations and aligns with the work of United Way.

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

Lois Inglad
2019 Chairperson
United Way of North Carolina Board of Directors

Laura Zink Marx
President & CEO
United Way of North Carolina

2019 UWNC Board of Directors

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United Way's NC 211 2019 Facts and Figures





133,949 callers - 156,693 needs met



44,478
Housing & Shelter



18,280
Utility Assistance



9,309
Healthcare Assistance



8,424
Food Assistance



6,623
Social Support Services
(includes case management, holiday programs, in home services)

Plus 430,923 web searches and views on nc211.org

NC 211 is a free, confidential information & referral service



provided in all 100 NC counties


NC 2-1-1 serves on the North Carolina State Emergency Response Team



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 211 or visiting nc211.org



Highly trained call specialists in two call centers



The NC 211 Resource Team is dedicated to ensuring the 211 database is current and accurate for all 100 NC counties. **8** Resource Coordinators maintain a database of **10,160** services provided by **3,259** organizations. The team ensures resource listings are consistent and align with AIRS Standards and the NC 211 Style Guide.



Each call specialist receives **80 hours of training** before taking calls, and ongoing training throughout their time at NC 211

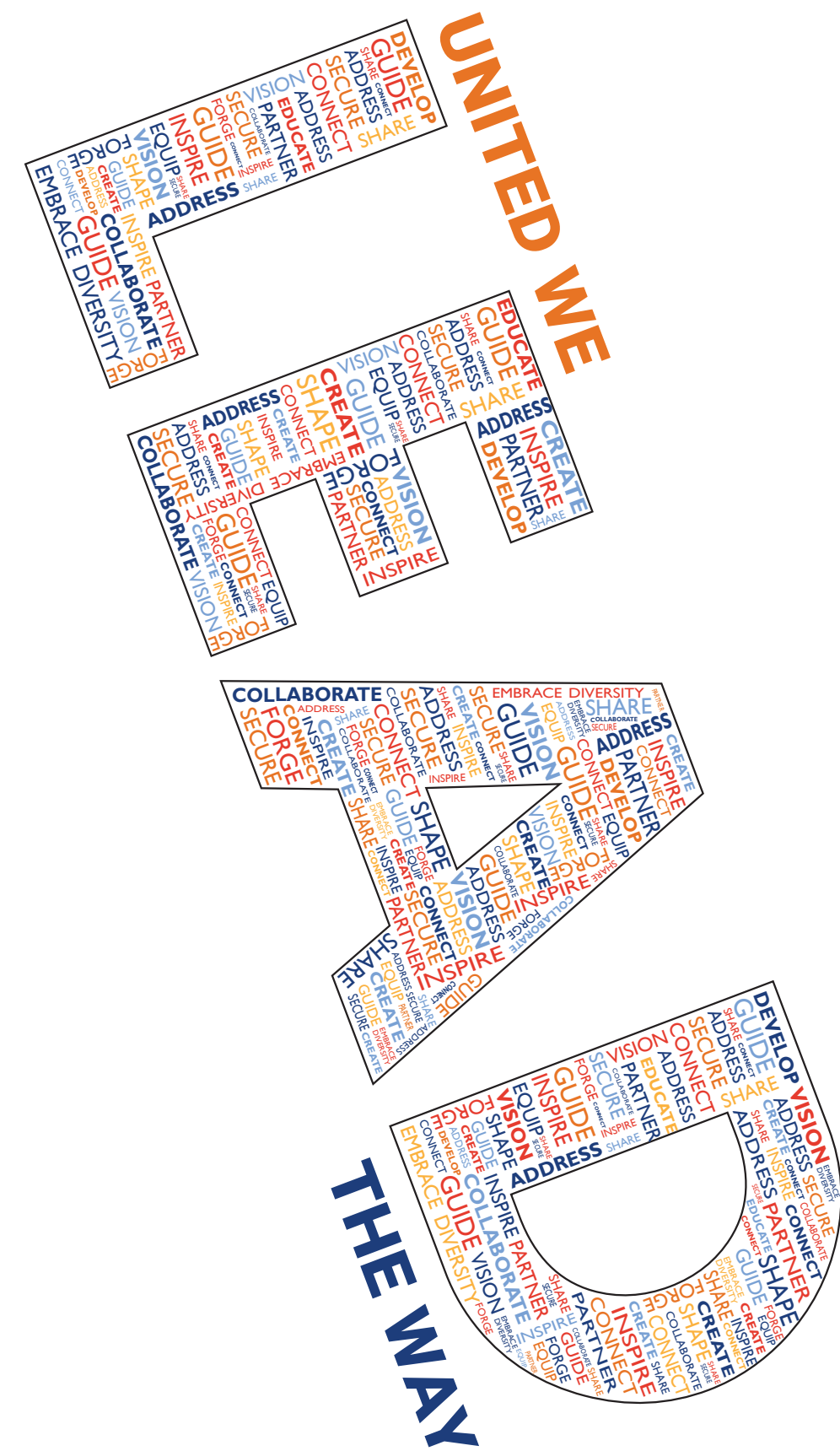
NC 211 is brought to you by United Way of North Carolina with support from local United Ways. For more information, visit www.nc211.org or contact Heather Black, NC 211 State Director at hblack@unitedwaync.org. All numbers are as of December 31, 2019.

2019 United Way of North Carolina Staff

Laura Zink Marx <i>President and CEO</i>	Laura James <i>Director, Resource Strategy & Technology Integration</i>
Anita Barker <i>Director of Education & Engagement</i>	Linh Pham <i>Resource Coordinator</i>
Heather Black <i>NC 211 State Director</i>	Leah Proctor <i>Team Lead, Resource Coordination</i>
Sharon D'Costa <i>NC 211 Program Manager</i>	Sarah Richards <i>Resource Coordinator</i>
Sue Daniels <i>Resource Coordinator</i>	April Walsh <i>Resource Coordinator</i>
Kelsey Harris <i>Resource Coordinator</i>	Vickie Woodbury <i>Finance Director</i>

United Way of North Carolina
1130 Kildaire Farm Road, Suite 100
Cary, NC 27511
919-834-5200

unitedwaync.org
nc211.org

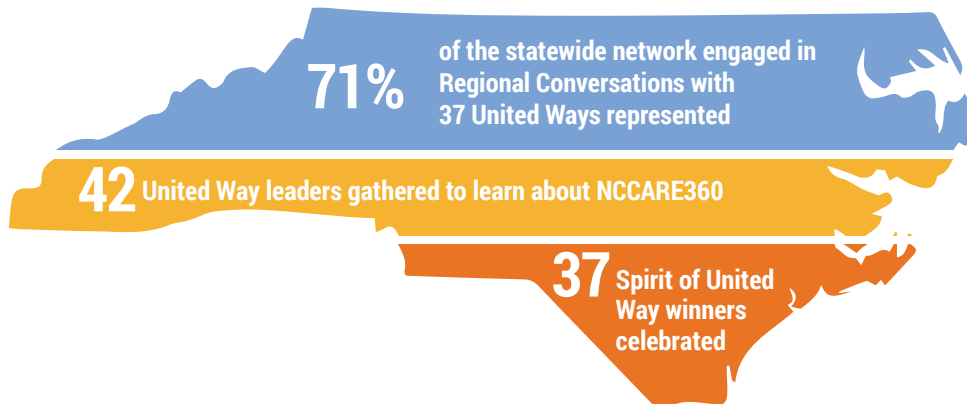


2019 ANNUAL REPORT



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.



Public Policy Efforts

22 United Way staff visited the General Assembly making 38 visits and securing the NC 211 state appropriation for \$250K.



58 United Way leaders gathered at UWNC's Annual Meeting to learn about NCCARE360 and to build their capacity to develop community stories that inspire and influence their investors to advocate, give, and volunteer.

UWNC authentically listened to the network through surveys and personal conversations led by the Return on Investment Committee.

64% of the network responded with their needs, offered evaluation of products and services, and identified areas for growth. The 2020 UWNC Workplan reflects the identified priorities and offers targeted services to local United Ways.

Onboarding of 5 new United Way Executive Directors to ensure a cohesive network.



NCCARE360

FAST FACTS:

- 50 counties launched
- 898 Lives impacted with 1,500 needs addressed
- 660 organizations participating with 2,400 users
- 136 requests handled by NCCARE360 Navigators at 211
- 3,172 organizations updated with 9,874 programs



NCCARE360 is the nation's first coordinated care network that knits together health care, human services and community-based organizations to deliver person-centered care. United Way of North Carolina's team works to ensure that the resources in NCCARE360 are up-to-date, verified and accessible, and build on its existing, robust NC 211 resource database and 211 system expertise – while also engaging the network of local United Ways as champions.

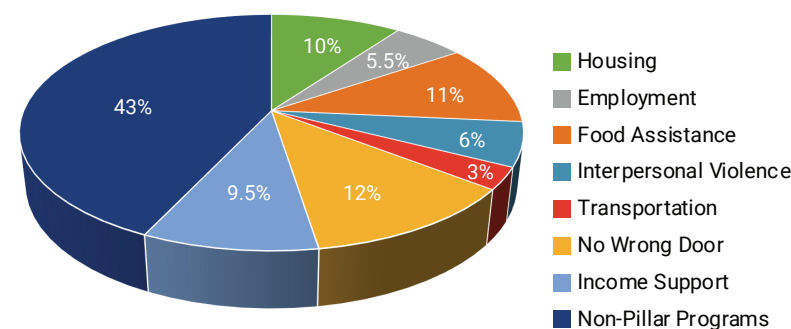
These community resources are also integral to the build-out of NCCARE360 and to inform the NCCARE360 community engagement strategy. In the past year, the NCCARE360 resource team has verified more than 9,800 services statewide. NC 211 resource information powers the NCCARE360 web search at nccare360.org and is also viewable within the NCCARE360 platform to allow for referrals to organizations not yet a part of NCCARE360.

NCCARE360 Navigators, based in the 211 call centers, are also an integral part of the system. Navigators respond to requests for assistance received via nccare360.org, and support health care providers who need help making the best referral to meet their patients' health and human service needs. To date, NCCARE360 navigators have assisted with 64 referrals.

Local United Ways have also embraced NCCARE360 in many of the 50 communities launched in 2019. United Ways convened community leaders to lead the way as champions for NCCARE360 and encouraged partner agencies and board members to see the benefits of participation. A total of 20 meetings were hosted by local United Ways with many more United Ways assisting in the planning of other community meetings. In the long term, local United Ways are looking toward the outcomes data that will be available through NCCARE360 to inform community need and ultimately impact how United Ways address gaps and barriers to service.

NCCARE360 Navigator insight
"With NCCARE360, I can see the full view of a client as it relates to a much bigger system. That's how we should be looking at people and meeting their needs. And now we're actually doing it."

211 Resources Verified



About NCCARE360: NCCARE360 is a public-private partnership between NCDHHS and the Foundation for Health Leadership & Innovation, in collaboration with implementation partners that include the United Way of North Carolina/NC 211, Expound Decision Systems, and Unite Us.

Continued Role in Disasters in NC

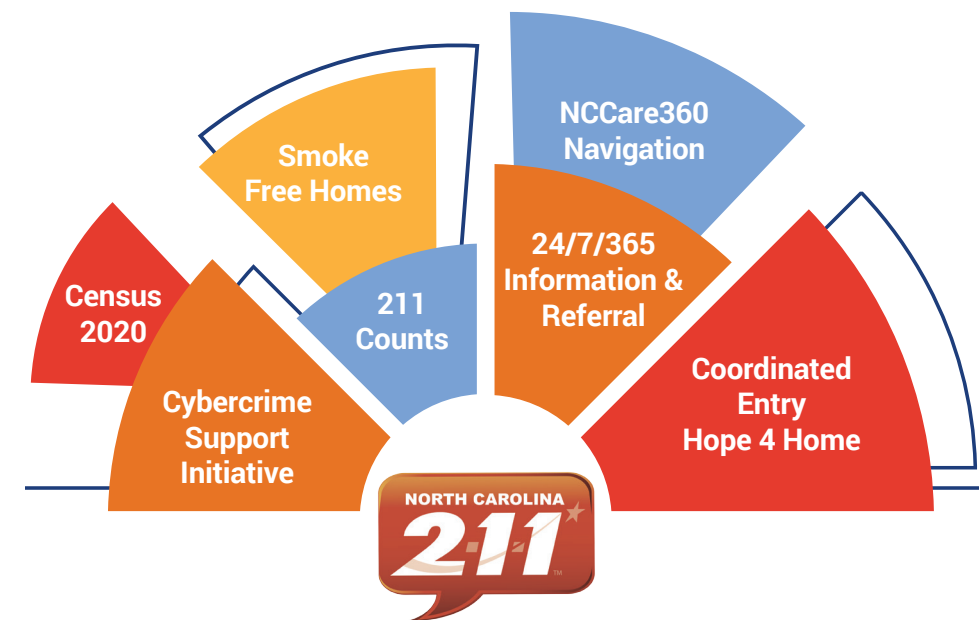


NC 211 continued its role in supporting storm survivors in North Carolina. Through the ReBuild NC program, NC 211 serves as the call center for North Carolinians applying for federal Community Development Block Grant – Disaster Recovery funds. A dedicated team of 211 call specialists serve the ReBuild program and help clients make appointments, check application status, and answer questions about the program. In support of Back@Home, another dedicated team at 211 screened callers to see if they were eligible for State funds to help prevent storm survivors from becoming homeless as a result of Hurricane Florence. The work to support long term recovery in our State following Hurricanes Florence and Matthew is expected to continue for years to come and 211 is proud to be a part of the team.

In September, 211 was activated in preparation for Hurricane Dorian's expected landfall. 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.



- LOCAL UNITED WAY SUPPORT
- LEGISLATIVE APPROPRIATION
- CONTRACTS & GRANTS
- FUNDING FOUNDATION FOR 211