WELCOME

United Way of North Carolina is transforming how services are funded and delivered in all aspects of our work. We are humbled by our incredible network of local United Way organizations, our national NC 211 leadership and our NCCARE360 work, but recognize that continued success is reliant on providing voices with broad perspectives, starting at the board level. We hope you will thoughtfully consider serving as a board member of United Way of North Carolina.

The optimal candidate will be inquisitive, have some knowledge of community need and be interested in our work. Board members should uplift the United Way brand and help us manage our growth strategically in order to sustain the organization in the long term. We have amazing opportunities before us. Members who ask questions, bring their expertise, and are representative of our diverse communities are key to successful board engagement.

UNITED WAY OF NC NETWORK

Various colors represent the footprint of local United Way and United Fund organizations across North Carolina.

MISSION

Increase the capability of the United Way system to improve the quality of human life in North Carolina.

VISION

United Way of North Carolina is recognized as a respected and highly effective organization by its members within the United Way system, and its collaborating partners outside the United Way system. We are known as an instrumental force in ensuring that the United Way system in North Carolina is successful in addressing the essential human needs of our communities.

EQUITY STATEMENT

United Way of North Carolina recognizes structural racism and other forms of oppression have contributed to persistent disparities which we seek to dismantle. Our United Way network strives to engage and center community members, especially those whose voices have traditionally been marginalized. We work with public and private partners to co-create solutions that ensure everyone has the resources, support, opportunities, and networks they need to thrive. We commit to leveraging all of our assets (convening, strategic investments, awareness building, advocacy, evaluation) to create equitable communities.
As a board member, it is important for you to understand how we are involved in each of these programs and help us grow our scope of work.

**Member Services**
UWNC provides support for all 51 local United Way organizations across the state. This includes conferences and events, educational materials, research, marketing support, and leadership on advocacy efforts.

**NC 211**
UWNC manages NC 211, which connects North Carolinians to health and human services information through a free statewide phone number (2-1-1) and website (nc211.org). NC 211 plays a large role in the State's response to disasters and emergencies. Public facing data is available at nc.211counts.org

**NCCARE360**
The first statewide coordinated care network, led by UWNC/NC 211, Unite Us, Expound Decision Systems, NC Dept. of Health & Human Services, and Foundation for Health Leadership & Innovation. This program helps providers electronically connect those with needs to community resources and allow for follow up.

As a board member, you will play an integral role in helping United Way of North Carolina accomplish our goals, stay true to our mission and vision, and expand our network. An ideal board member will display the following core competencies:

**Strategic Thinker**
- Ask questions that deepens thinking and challenges assumptions
- Learn and use Diversity, Equity and Inclusion lens when evaluating decisions
- Analyze and embrace risk to create opportunities
- Engage in learning opportunities

**Connects Leaders to Leaders**
- Introduce staff to key leaders who can move our work forward
- Contribute to leadership development opportunities that build and diversify future board and staff membership
- Ensure talent development is a part of the organizational plan

**Advocate for Our Communities**
- Champion (in person and in writing) on behalf of United Way priorities
- Actively participate in United Way events and activities
- Learn the impact of public policy on our work

**Future Focused**
- Lead with courage
- Help set short/long term strategic goals and secure the means to accomplish these goals
- Embrace what we can/will be

**Steward of Brand and Trust**
- Provide oversight and ensure financial/business accountability by regularly reviewing program and financial reports
- Publicly link United Way's impact to the education, income and health of our communities
- Hold CEO, staff and fellow board members accountable for results
RESPONSIBILITIES

General
• Be an advocate for United Way by sharing information with your network and engaging with our social media pages.
• Be informed about UWNC’s mission, programs, policies, strengths and needs

Term
• Serve on the board for three years, with an option to serve a second term

Meetings
• Attend and participate in quarterly board meetings
• Read through materials that are shared
• Serve as an active member on at least one committee
• Participate in periodic annual planning and strategic review sessions

Fiduciary and Operational
• Approve an annual work plan and measurements to assure success
• Select the Chief Executive Officer and assess their performance
• Determine, monitor, and strengthen our programs and services
• Ensure legal and ethical integrity and maintain accountability
• Recruit and orient new board members

Fundraising
• Make a significant annual financial contribution to your local United Way
• Assist in special purpose fundraising efforts

2021 BOARD OF DIRECTORS

CHAIR: David J. McNeill, Duke Energy
VICE-CHAIR: Jeff Johnson, Lazer X of Burlington, LLC
TREASURER: Brian Usischon, The University of NC
SECRETARY: Roy Watson, Jr., Blue Cross Blue Shield of NC
IMMEDIATE PAST CHAIR: Lois Ingland, Atrium Health
PRESIDENT (ex-officio): Laura Zink Marx, United Way of NC

Deborah Ally, Gaston Lifestyles Magazine
Sherry Archibald, United Way of Wayne County
Sherry Bradsher, Cansler Collaborative Resources
Kathy Colville, North Carolina Institute of Medicine
Laura Clark, United Way of Central Carolinas
Pres Davenport, Eckel & Vaughan
Brett Eckerman, United Way of Iredell County
Charmaine Fuller Cooper, AARP
Tim Gabel, RTI International
Tiffany Gladney, NC Rural Center
Ricky Hurtado, North Carolina State Legislator
Tharesa Lee, Intentional Excellence Consulting
Fernando Little, Atrium Health
Kim McCombs-Thornton, James Bell Associates
Kevin McDonald, Eaton Corporation
Gareth Montague-Smith, Dixon Hughes Goodman LLP
Heidi Norwick, United Way of Alamance County
Nichole Rapuano, Credit Suisse
Travis Starkey
Brian White, Vidant Health
UNITED WAY OF NC STAFF

Anita Barker
Director of Education & Engagement

Heather Black
NC 211 State Director

Kelsey Harris
Resource Coordinator

Laura “LJ” James
Director of Resource Strategy & Technology Integration

Laura Zink Marx
President & CEO

Marcus Morris
Resource Coordinator

Michele Otake
Resource Coordinator

Linh Pham
Resource Coordinator

Leah Proctor
Resource Team Lead

Sarah Richards
Resource Coordinator

David Stratton
NC 211 Operations Manager

Julia Van Patter
Marketing & Communications Specialist

Vickie Woodbury
Finance Director

FOLLOW US ON SOCIAL MEDIA

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