



United Way of North Carolina



2022

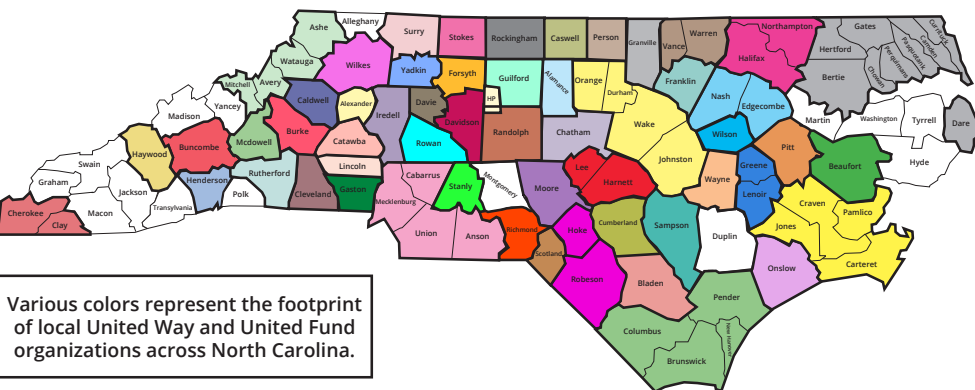
United Way of NC Board of Directors Recruitment Package

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



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.

OUR WORK

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.

ROLE OF A BOARD MEMBER

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

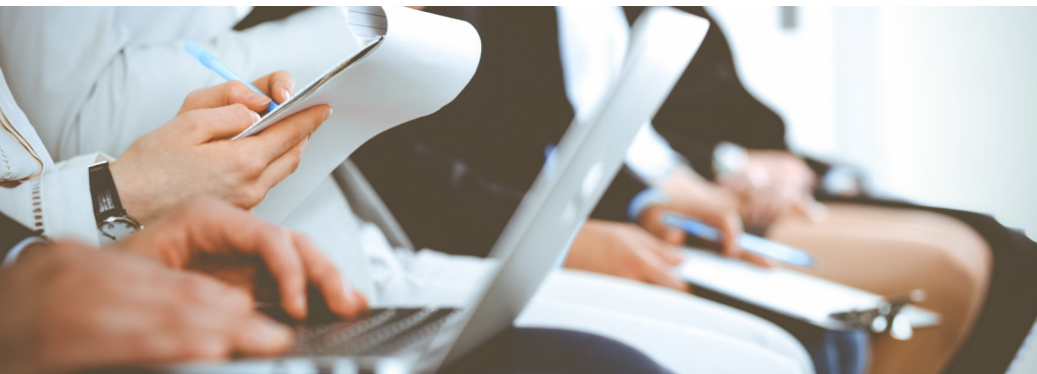
- Attend and participate in quarterly board meetings
- Read through materials that are shared
- Serve as an active member on at least one committee
- Participate in periodic annual planning and strategic review sessions

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 Ingham, 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

Theresa 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

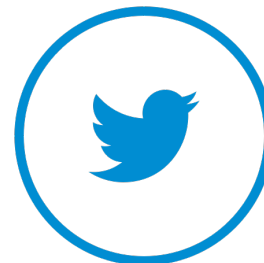
Finance Director

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North Carolina

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