2023 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

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

MISSION

We bridge people, local United Ways, and resources so individuals, families and communities thrive in North Carolina.

VISION

Thriving communities through equitable access to resources.

PURPOSE

Help individuals, families and communities thrive in NC.

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.

### OUR WORK

#### Member Services
UWNC provides support for all 50 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 deepen 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

2022 BOARD OF DIRECTORS

CHAIR: Jeff Johnson, Lazer X of Burlington, LLC
VICE-CHAIR: Brian White, ECU Health
TREASURER: Gareth Montague-Smith, Cherry Bekaert
SECRETARY: Roy Watson, Jr., Blue Cross Blue Shield of NC
IMMEDIATE PAST CHAIR: David McNeill, Duke Energy
PRESIDENT (ex-officio): Brittany Pruitt Fletcher, UWNC

Michelle Adamolekun, Cone Health
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
Tim Gabel, RTI International
Tiffany Gladney, NC Rural Center
Ricky Hurtado, North Carolina State Legislator
Tharesa Lee, Intentional Excellence Consulting
Jane Liebscher, United Way of Greater High Point
Fernando Little, Atrium Health
Kendra Martin, United Way of Lee County
Kim McCombs-Thornton, James Bell Associates
Kevin McDonald, Eaton Corporation
Nichole Rapuano, Credit Suisse
Molly Taylor, Lenoir/Greene United Way
UNITED WAY OF NC STAFF

Brittany Pruitt Fletcher
President & CEO

Heather Black
Vice President

Julia Van Patter
Membership Engagement &
Marketing/Communications Director

David Wormald
Operations Director

Yvonne Patton
Finance & Administration Manager

Leah Proctor
Resource Manager

Kelsey Harris
Resource Coordinator

Michele Hutchins
Resource Coordinator

Michele Otake
Resource Coordinator

Sarah Richards
Resource Coordinator

Keven White
Resource Coordinator

Catrea
NC 211 Team Lead

Esthefany
NC 211 Team Lead

Jose
NC 211 Team Lead

K’Leigh
Navigator Team Lead

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