

Board of Directors Recruitment Package



UNITED WAY
North Carolina



Welcome

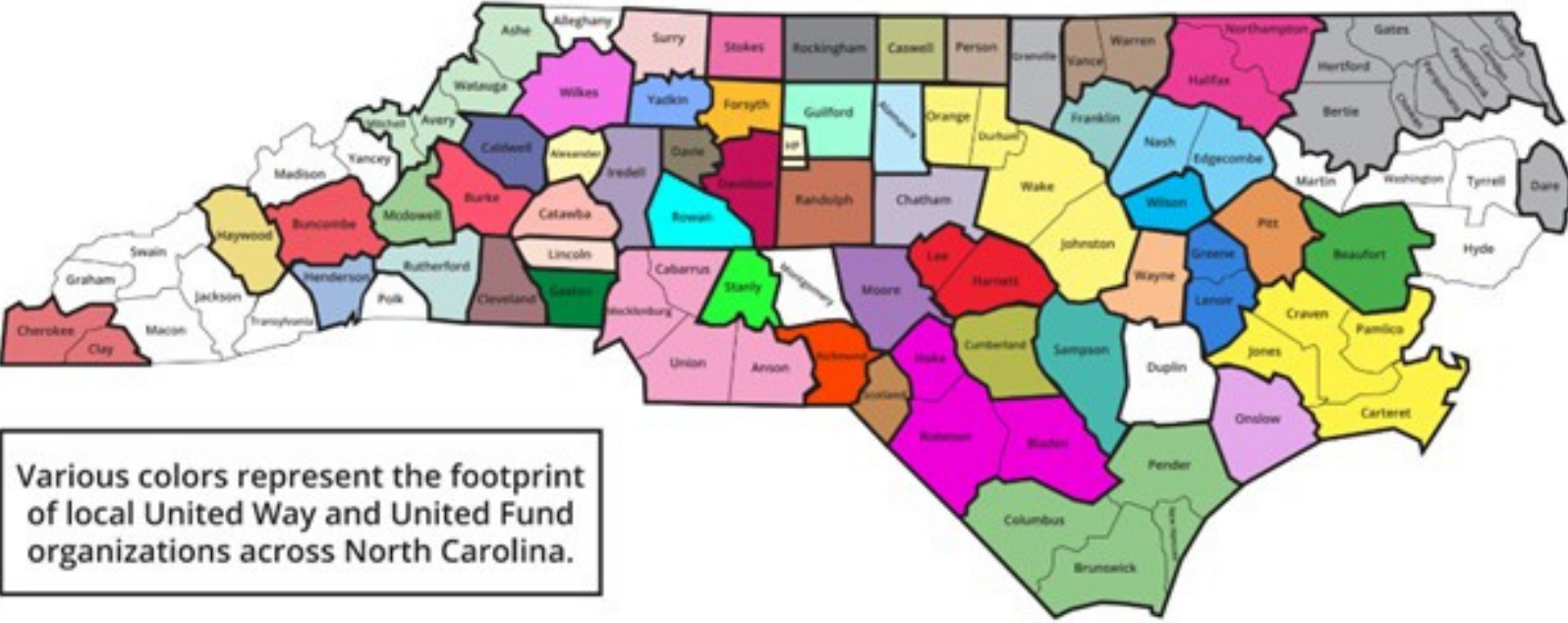
United Way of North Carolina is transforming how services are funded and delivered across all aspects of our work. We are humbled by the dedication of our statewide network of local United Ways, our leadership role in NC 211, and our commitment to elevating ALICE as a framework for understanding and addressing financial hardship. At the same time, we recognize that our continued success relies on bringing diverse voices and broad perspectives to the table—beginning 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
North Carolina

UWNC 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 in North Carolina.

Vision

Thriving communities through equitable access to resources.

Purpose

Help individuals, families and communities thrive in NC.

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

United Way mobilizes communities to action so all can thrive. For almost 50 years, United Way of North Carolina (UWNC) has been a statewide organization, partnering with 47 local United Ways to co-create solutions to people's most pressing challenges. We take a comprehensive approach, listening and responding to statewide needs, including but not limited to, strengthening local resilience and advancing health, youth opportunity, and financial security in our state.



Programs



AARP Caregiver Program

United Way of North Carolina's NC 211 partners with AARP to provide family caregivers with support from trained, local Navigators. Caregivers can have a free and confidential conversation by dialing 2-1-1, or searching for resources by visiting [NC211.org](https://www.nc211.org), to discover resources that can help them with their caregiving duties.



North Carolina Partner

United For ALICE

The ALICE framework—Asset Limited, Income Constrained, Employed—identifies North Carolina households that earn above the Federal Poverty Level yet still cannot afford basic necessities. In 2022, 1.3 million North Carolina households were ALICE, and together with families in poverty made up 43% of all households statewide. These workers keep our communities running but remain one emergency away from crisis. For United Way of North Carolina, ALICE is essential because it provides the most comprehensive, county-level view of financial hardship in our state, guiding how we advocate, invest, and design services for the families who need them most.



MyFriendBen

Durham-based nonprofit Code the Dream, in partnership with national nonprofit MyFriendBen and NC 211, has launched a benefits screener in North Carolina. MyFriendBen is a one-stop online tool on [BenNC.org](https://www.BenNC.org) that helps North Carolinians find the benefits and tax credits they are likely eligible to receive. Programs include food assistance, health insurance, child care subsidies and more.



Powered by United Way of North Carolina
and Local United Ways

NC 211

United Way of North Carolina 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](https://www.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](https://www.NC.211counts.org).



NCDIT

NC 211 has partnered with the NC Dept. of Information Technology, Office of Digital Opportunity, to provide NC 211 callers with referrals to internet providers, help with creating email addresses, and learning how to use the internet.

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



UNITED WAY
North Carolina

2026 Board of Directors

CHAIR: Sherry Bradsher (Cansler Collaborative Resources)

VICE CHAIR: Kim McCombs-Thornton (James Bell Associates)

TREASURER: Gareth Montague-Smith (Centri)

SECRETARY: Roy Watson, Jr. (Blue Cross Blue Shield of North Carolina)

PRESIDENT (ex-officio): Brittany Pruitt Fletcher (United Way of North Carolina)

IMMEDIATE PAST CHAIR: Brian White (ECU Health)

Michelle Adamolekun (Cone Health)

Sherry Archibald (United Way of Wayne County)

Brett Eckerman (United Way of Iredell County)

Jeff Johnson (Lazer X - The Family Zone)

Jane Liebscher (United Way of Greater High Point)

Fernando Little (Atrium Health)

Kendra Martin (United Way of Lee County)

Kevin McDonald (Eaton Corporation)

Jane Yumi Paksoy (IQVIA)

Nichole Rapuano (Credit Suisse)

Marquita Robertson (The Collaborative)

Ayana Simon (NC Institute of Medicine)

Andrea Stephens (United Way of Gaston County)

Molly Taylor (Lenoir/Greene United Way)

Christopher Tissot (Publix)

Lauren Wargo (Duke Energy)



UWNC Staff

Senior Leadership

Brittany Pruitt Fletcher, President & CEO

David Mercado, Senior Director of Operations

Sally Gordon, Director of Mission Advancement

Shelley Spears, Executive Assistant

Leadership

Sara Carlson, Mission Advancement Manager

Jacqueline Lopez, Contact Center Manager

K'leigh Mayer, Client Services & Reporting Manager

Magaly Paucar, Resource & Database Manager

Angela Trejos-Baszczewski, Quality Assurance Manager



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