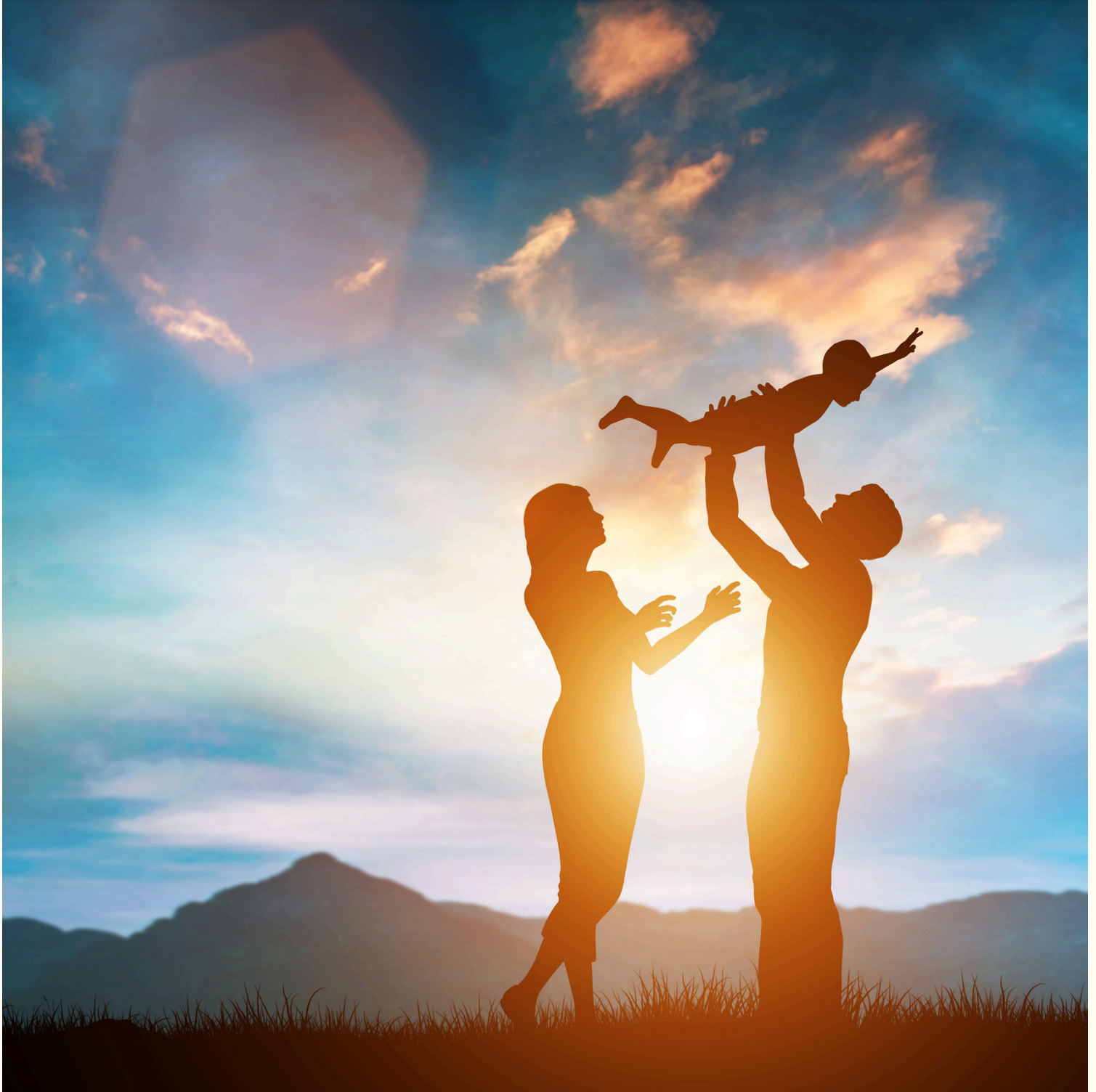


2023 Annual Report

United Way of North Carolina



North Carolina



United Way of North Carolina

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**United Way of
North Carolina**



OUR PURPOSE

Help individuals, families and communities thrive in North Carolina.

OUR MISSION

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

OUR VISION

Thriving communities through equitable access to resources.



A Message from Our Board Chair

What an eventful year it has been! United Way of North Carolina (UWNC) has seen countless moments of excitement and achieved growth in several areas. Reflecting on my second year as Board Chair fills me with immense pride as I contemplate the achievements of our organization and the positive impact we achieve daily, striving to enhance the quality of life for all residents of North Carolina.

With the addition of NCCARE360 in 2022, we have seen impressive results in just a year, with over 11,000 North Carolinians receiving service through our Navigators. Throughout the state, our NC 211 system responded to over 140,000 calls for assistance, addressing fundamental needs such as housing, food, and senior care.

Brittany Pruitt Fletcher, our esteemed President and CEO, demonstrates her invaluable contributions daily. We are confident that under her leadership, our organization will only grow stronger in the years ahead. Indeed, with her guidance, we have witnessed a remarkable 67% growth, resulting in the addition of 14 new positions in 2023.

Amidst this incredible growth, the Board of Directors extends profound gratitude to our dedicated staff, who diligently serve the people of North Carolina and advocate for community needs. We are equally thankful for the unwavering support of our partners and funders, who share our commitment to UWNC's mission. None of our achievements would be possible without your support, and we eagerly anticipate continuing this important work into 2024.

Sincerely,

Jeff Johnson

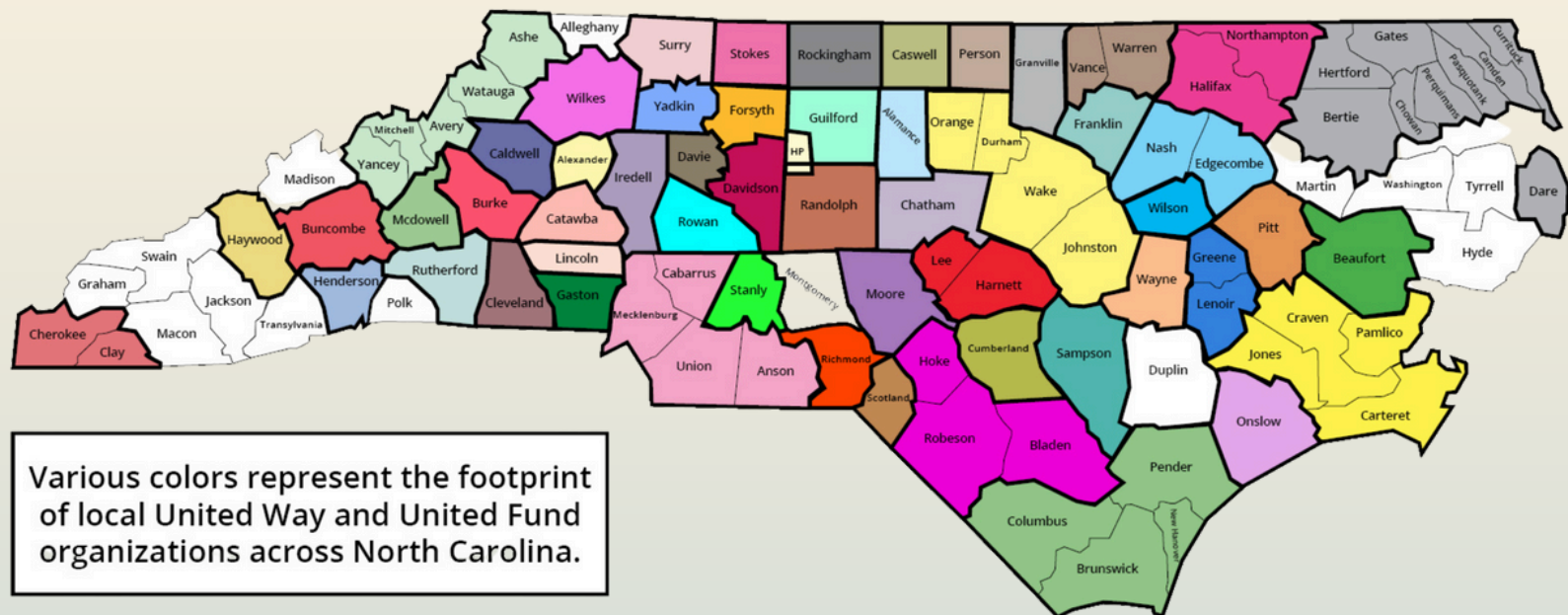
2023 Board Chair

United Way of North Carolina | Board of Directors

LEADING THROUGH CHANGE

We believe in community-led action to create positive change.

Change doesn't happen alone. United Way is uniquely positioned to collaborate with private, public, and nonprofit partners to improve education, financial stability, and healthcare for our neighbors across North Carolina. Together, 48 local United Way organizations work to build equitable communities where everyone can thrive. Local United Way organizations work to build equitable communities where everyone can thrive.



2023 was a year of growth, revitalization, and exciting energy. United Way of North Carolina hosted training and networking opportunities, celebrated the achievements of United Way organizations and their partners, and provided invaluable tools to strengthen capacity in local communities.

WE SUPPORTED OUR UNITED WAY NETWORK THROUGHOUT THE YEAR BY PROVIDING:

- **48** NC 211 data and caller stories, representing the needs of community members.
- **12** sets of statewide marketing materials around NC 211, tax preparation assistance, and NCCARE360.
- **3** regional, in-person Summer Network Conversations, focused on Inclusive Leadership.
- **1** survey to assess network health and inform capacity building content.
- **30+** network emails with relevant information and connection to resources.
- **12** monthly network engagement calls.
- **4** quarterly marketing trainings, covering topics such as utilizing social media and productizing local United Ways' work.

STRENGTHENING OUR NETWORK

In February, our network joined together in person for UWNC's Annual Meeting, bringing together **103** United Way staff and board members in Elon, North Carolina.



CELEBRATING LOCAL IMPACT

For 25+ years, the Spirit of North Carolina Award has celebrated organizations for their campaign excellence achieved through impactful events, engaged leadership, championing DEI Values, and volunteerism. This year, a new category was introduced: United Way Community Ambassador. This award is given to individuals who have been outstanding volunteers, donors, or advocates for United Way.

From March 1-3, United Way of NC presented **74** awards representing **17** United Ways across the state. We welcomed **6** corporate and nonprofit guest speakers who offered their expertise and praise for the well-deserved winners. It was exciting to learn more about the flexibility and ingenuity shown through United Way campaigns and events throughout the year.



THRIVING THROUGH ADVOCACY

Through NC 211 and NCCARE360, we uplift the needs of community members across the state and advocate for necessary resources. In collaboration with our United Way network, we raise awareness around statewide initiatives, such as tax preparation and educational assistance. And we work with partners to think creatively about programs and services that help North Carolinians meet their basic needs.

2023 ADVOCACY EFFORTS INCLUDED:

- **\$1.2M** grants and contracts to support the United Way network and NC 211
- **20** personal visits with legislators to discuss the importance of NC 211 and secure funding
- **\$750K** state funding secured to support NC 211

NC 211

NC 211 is a free, confidential, and multilingual health and human services information system, available 24/7/365.

North Carolinians who dial this 3-digit number will reach a trained and caring community resource specialist who can connect them to resources for housing, senior services, food assistance, healthcare, and much more.

United Way of NC has spent more than 20 years building the NC 211 system, making it an accessible and trusted resource for North Carolinians. In 2022, we brought **50%** of the call center services in-house, expanded our team, and advocated for additional funding to support the high-volume of calls we continue to receive.

2023 BY THE NUMBERS



143K

Calls to 2-1-1



261K

Caller Requests



332K

Sessions on nc211.org

TOP NEEDS IN NORTH CAROLINA



94.5K

Requests for
Housing Help



38.5K

Requests for
Help with Utilities



12K

Requests for
Food Relief



10K

Requests for
Financial Assistance



7.5K

Requests for
Help with Healthcare



5K

Requests for
Help with Legal,
Consumer, or Public
Safety Needs

RESOURCES

Throughout the past year, the UWNC Resource Team maintained a **96%** verification rate, verifying almost **4,300** agencies. They also added **237** new organizations to the database, ensuring that the community is able to access up-to-date details about available programs. 100% of eligible Resource Team members have received **AIRS Certification for Community Resource Specialist - Database Curator (CRS-DC)**, indicating a dedication to professional standards and expertise in curating, organizing, and indexing programs and services.

North Carolinians can also read detailed information about resources by visiting NC 211's eLibrary at **nc211.org/elibrary**. At the end of 2023, there were more than **75** articles about housing, utility assistance, healthcare, education, and more. NC 211's eLibrary serves as a central hub, providing answers to frequently asked questions around eligibility requirements and application procedures for statewide programs.

PARTNERSHIPS

UWNC's program not only connects callers to assistance with basic needs on a day-to-day basis, but also works with partners on initiatives that target specific needs. Together, these pieces allow NC 211 to offer comprehensive care and be ready to assist during disasters.



PARTNERSHIP DETAILS



UWNC's Digital Navigation Team paired up with NC's Department of Information Technology to provide free or low-cost internet access for those who need it.



In partnership with Unite Us (NCCARE360) and FHLI we started a new initiative to target specific counties to engage the community to onboard community-based organizations and school systems to utilize NCCARE360 in their everyday workflows.



The Blue Assist Navigators at UWNC combined their knowledge of community resources accessed through NC 211's robust resource database with a general knowledge and understanding of BCNC employee benefits to support employees in problem-solving and resolving hardships.



The first statewide coordinate care system that knits together healthcare and human services organizations. United Way of North Carolina/NC 211 partners with Unite Us, Expound Decision Systems, NC Department of Health & Human Services and Foundation for Health Leadership & Innovation on this important work.

PARTNERSHIP DETAILS



With AARP's financial support, UWNC has Caregiver Navigators who provide family caregivers with referrals to resources and conduct follow up calls to check in and offer additional support.



In partnership with United Way of Alamance County and the Lumbar River United Way, UWNC is making referrals to Public Benefits Navigators that are helping uninsured individuals access health insurance. This program is funded through a grant by the Kate B. Reynolds Charitable Trust.



The twin-counties sustained an unexpected and devastating tornado on July 19, 2023, which left a trail of destruction across their two-county region of Nash and Edgecombe in northeastern North Carolina. United Way Tar River Region (UWTRR) raised funds to help the community members recover and rebuild. United Way of North Carolina (UWNC) will be a point of entry service for UWTRR's Tornado Recovery Fund.

NC 211 CALLER STORY



Bethany is a single mother and had been feeling overwhelmed with financial stress. She called NC 211 previously to find help with food and other basic needs, but called back to find out if there were any resources for emotional support.

The NC 211 Community Resource Specialist listened to Bethany and offered referrals for a couple of self-care and mental health resources. Bethany felt relieved having someone to talk to and knowing there was help available.

NCCARE360

NCCARE360 is the nation's first statewide coordinated care network that knits together health care, human services and community-based organizations to deliver person-centered care.

United Way of NC is an integral part of the NCCARE360 statewide system, providing leadership and engagement support through local United Way communities. The resource team works to ensure that over **13,000** resources in NCCARE360 are up-to-date, verified and accessible, and build on its existing NC 211 resource database and 211 system expertise. NCCARE360 navigators work alongside health system and community-based organizations in support of their patients and clients, providing individual attention for high-risk individuals.

In 2023, a team of **5** NCCARE360 Resource Navigators, **1** Community Engagement Specialist and **1** Program Manager assisted **11,518** clients through Assistance Request Forms and **3,337** In-Network Agency Referrals. Top client needs included rent and utility assistance and Navigators focused on identifying and supporting additional client needs.

NCCARE360 Client Success Story



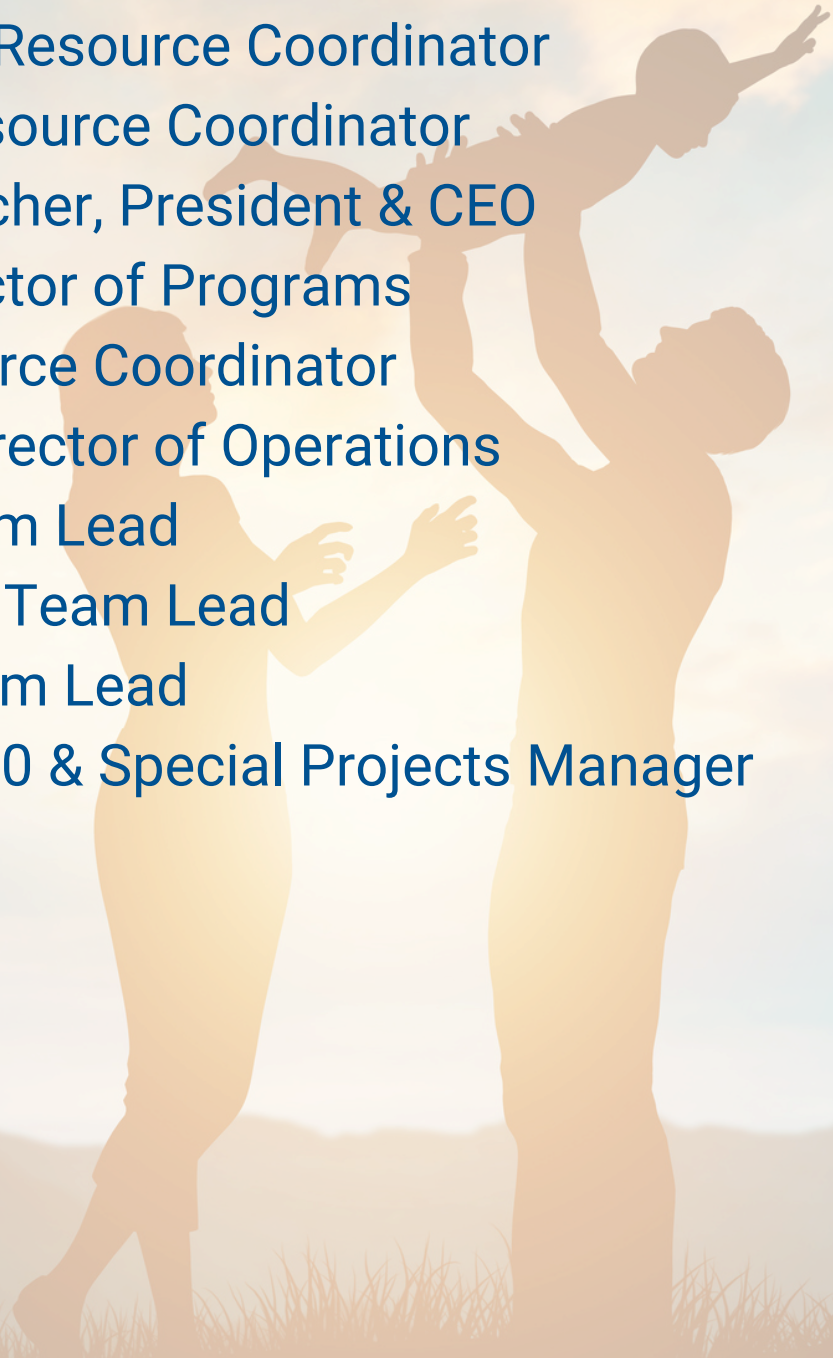
Ty was referred to NCCARE360 by his healthcare provider for assistance in receiving food access. He had many barriers to being able to financially afford his meals and needed immediate help. The NCCARE360 Resource Navigator received the referral and immediately connected with Ty to screen for eligibility to community resources. After this step, he was given resources within his community that he could contact for help. He successfully began receiving his food through Meals on Wheels and other community-based support systems. Ty was very grateful to the Navigator for their time and effort in helping him find necessary resources.

2023 UWNC BOARD OF DIRECTORS

- **CHAIR:** Jeff Johnson, Lazer X of Burlington
- **VICE CHAIR:** Brian White, ECU Health
- **TREASURER:** Gareth Montague-Smith, Cherry Bekaert
- **SECRETARY:** Roy Watson, Jr., BCBSNC
- **PRESIDENT (EX-OFFICIO):** Brittany Pruitt Fletcher, UWNC
- Michelle Adamolekun, Cone Health
- 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
- Brett Eckerman, United Way of Iredell County
- Ricky Hurtado, North Carolina State Legislator
- Jane Liebscher, United Way of Greater High Point
- Fernando Little, Atrium Health
- Kelly Lynn, RTI International
- Kendra Martin, United Way of Lee County
- Kim McCombs-Thornton, James Bell Associates
- Kevin McDonald, Eaton Corporation
- Jane Yumi Paksoy, IQVIA
- Nichole Rapuano, Credit Suisse
- Derrick Remer, Duke Energy
- Marquita Robertson, The Collaborative
- Molly Taylor, Lenoir/Greene United Way

UWNC STAFF

- Ed Bonilla, Director of Mission Advancement
- Sara Carlson, Mission Advancement Specialist
- Jo Fyffe, Finance & Administration Manager
- Kelsey Harris, Resource Coordinator
- Michele Hutchins, Resource Coordinator
- Michele Otake, Resource Coordinator
- Brittany Pruitt Fletcher, President & CEO
- Leah Proctor, Director of Programs
- Sarah Gueli, Resource Coordinator
- David Wormald, Director of Operations
- David, NC 211 Team Lead
- Esthefany, NC 211 Team Lead
- Jesse, NC 211 Team Lead
- K'leigh, NCCARE360 & Special Projects Manager



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