

# ANNUAL REPORT



**UNITED WAY**  
North Carolina

# 2024



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North Carolina

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# A MESSAGE FROM OUR BOARD CHAIR



**Dear Friends and Partners,**

As we close out 2024, United Way of North Carolina (UWNC) reflects with gratitude on a year of service, resilience, and renewed opportunity for our communities. Thanks to your support, we've made significant strides in advancing the well-being of individuals and families across the state.

This year, one of our most critical efforts was responding to the devastation caused by Hurricane Helene. Within hours of landfall, UWNC activated the UW Helps NC Fund, raising money to address the relief and recovery needs of the affected communities. Our program NC 211 jumped into action, connecting thousands of residents to vital resources including shelter, food, transportation, processing welfare checks, and coordinating recovery support. Our team worked in close touch with state and local agencies, providing 24/7 assistance during the height of the storm and in the months that followed. We remain committed to supporting long-term recovery efforts in the hardest-hit communities.

In 2024, we also took an exciting step forward in bridging the digital divide through the launch of the NC 211 and NC Department of Information Technology (NCDIT) Digital Opportunity program. In partnership with NCDIT, our NC 211 team has begun offering referrals and information on digital literacy training, helping residents navigate essential online services, and improve their digital skills. This initiative is a vital part of our ongoing mission to ensure access to opportunity for all North Carolinians, especially in rural and underserved areas.

Beyond disaster response and digital opportunity, our work continued across key focus areas including the Thriving United Way Framework for our 47 local United Ways (LUW) to establish in their own frames of work. We also continued to partner with AARP on caregiving referrals and digital scam awareness, as well as with NCCARE360 on primary care provider referrals for patients to receive the health and human service needs they seek.

United Way of North Carolina remains a trusted connector, advocate, and problem-solver for the United Ways and community members we serve. Thank you for standing with us in 2024. Together, we're building stronger, more resilient communities across North Carolina.

With gratitude,

**Brian White**

**2024 Board Chair**

**United Way of North Carolina | Board of Directors**

# 2024 UWNC BOARD OF DIRECTORS



**UNITED WAY**  
North Carolina

**CHAIR:** Brian White, ECU Health

**VICE CHAIR:** Sherry Bradsher, Cansler Collaborative Resources

**TREASURER:** Gareth Montague-Smith, Centri

**SECRETARY:** Roy Watson, Jr., BCBSNC

**PRESIDENT (EX-OFFICIO):** Brittany Pruitt Fletcher, UWNC

**IMMEDIATE PAST CHAIR:** Jeff Johnson, Lazer X of Burlington

Michelle Adamolekun, Cone Health

Sherry Archibald, United Way of Wayne County

Brett Eckerman, United Way of Iredell County

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

Geoffrey Roche, Siemens Healthineers

Molly Taylor, Lenoir/Greene United Way



# 2024 UWNC LEADERSHIP

(IN ALPHABETICAL ORDER BY LAST NAME)



**UNITED WAY**  
North Carolina

**Ed Bonilla**, Director of Mission Advancement

**Sara Carlson**, Mission Advancement Manager

**Jacqueline Lopez**, NC 211 Contact Center Manager

**K'leigh Mayer**, Client Services and Reporting Manager

**David Mercado**, Senior Director of Operations

**Michele Otake**, Resource & Database Manager

**Leah Proctor**, Director of Programs

**Brittany Pruitt Fletcher**, President & CEO

**Shelley Spears**, Executive Assistant

**Angela Trejos-Baszczyewski**, Quality Assurance & Training Manager

**David Wormald**, Director of Operations

## ABOUT

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 (LUW) 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. UWNC bridges and mobilizes people, local United Ways, and resources so individuals, families, and communities thrive in North Carolina. We are committed to four core areas of work: Member Services, NC 211, Disaster Response, and Advocacy.

## 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.



**UNITED WAY**  
North Carolina

## MEMBER SERVICES

UWNC supports our statewide United Way network by providing professional development and networking opportunities, statewide advocacy leadership, technical support, marketing materials, and more.

## NC 211

NC 211 is an information and referral service provided by United Way of North Carolina and powered by local United Ways in North Carolina. Families and individuals can call the free, statewide phone numbers 2-1-1 or (888) 892-1162 or visit [NC211.org](https://www.nc211.org) to receive free and confidential information on health and human services within their community. This service is also free of cost and is multilingual, operating 24 hours a day, 7 days a week, 365 days a year. Real-time caller data is available at [nc.211counts.org](https://nc.211counts.org).

## DISASTER RESPONSE

UWNC serves as a member of the State Emergency Response Team and is the official steward of the NC Disaster Relief Fund when the NC Governor activates it upon a statewide disaster. NC 211 is also activated by the Governor as the non-emergency number (2-1-1) to call during a disaster. UWNC acts as a support system to the 47 LUWs to address action plans needed to provide disaster relief and recovery.

## ADVOCACY

UWNC participates in policy advocacy on state and federal issues on behalf of the 47 LUWs, brokering relationships with the NC General Assembly and using data-driven insights to support effective decision-making. UWNC also facilitates an annual Jones St. Advocacy Day, to provide space for our LUWs to meet with their legislators on key issues.

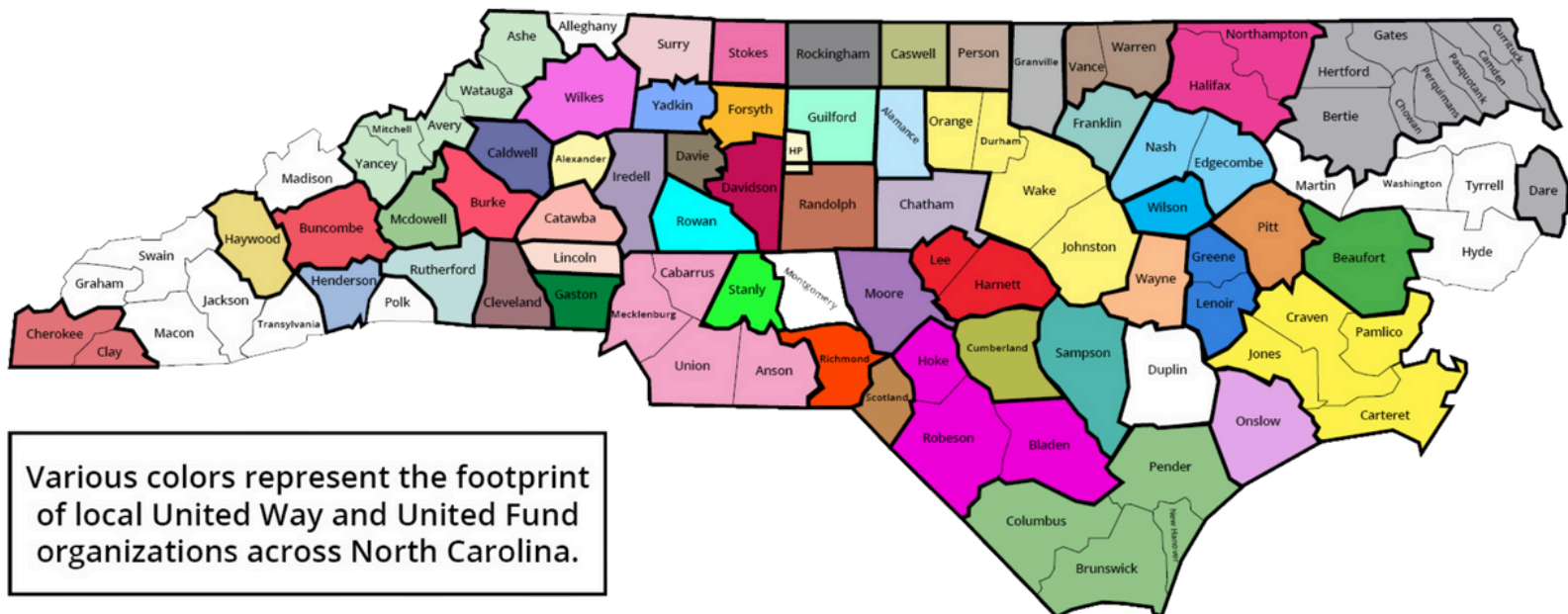
# LEADING THROUGH CHANGE



**UNITED WAY**  
North Carolina

**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, **47 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.



2024 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.

**4** regional, in-person Summer Network Conversations, focused on our **Thriving United Way Framework**.

**1** survey to assess network health and inform capacity building content.

**50+** network emails with relevant information and connection to resources.

**12** monthly network engagement calls.

**4** quarterly marketing trainings, covering topics such as the ongoing Global Brand Refresh trainings and how to effectively communicate updates on Hurricane Helene.

# CELEBRATING OUR THRIVING NETWORK



In February, our network joined together in person for UWNC's Annual Conference, bringing together **76 attendees** consisting of United Way staff, speakers, sponsors, and board members in Elon, North Carolina. We took time on the final day to celebrate Best Practice winners - fellow organizations who have led effective and impactful fundraising campaigns in their communities. We also celebrated our Anita Barker "Make It Matter" award winner, Kristie Hege, President of United Way of Davidson County, who embodied the purpose of the award, by doing something to "Make It Matter" in her community.



Local United Ways pose for a group photo during the reception.



Best Practice Winners, who each presented their best practices during a showcase.



Kristie Hege and colleagues with her "Make It Matter" award.

From April 9-23, United Way of NC presented **43 awards** nominated by **11 United Ways** across the state. We welcomed 3 corporate and nonprofit guest speakers who offered their expertise and praise for the well-deserved winners. Upon accepting their award, each winner got to pose with Brittany Pruitt Fletcher, UWNC President and CEO and a UWNC Board member.

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, volunteerism, and disaster response.



Featured Western region winner, Little Diversified Architectural Consulting, accepted by Heather McQuilkin, posing with Brittany Pruitt Fletcher, President and CEO of UWNC.



Featured Eastern region winner, Jackson & Sons, accepted by Sharon Dille. Posing with Brittany Pruitt Fletcher, Sherry Archibald, Executive Director of UW of Wayne County and UWNC Board member, and Brian White, UWNC Board Chair.



Featured Central region winner, EY, accepted by Matt McGrath. Posing with Brittany Pruitt Fletcher and Derrick Remer, Board member.

# 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.

## 2024 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 2024, we hired David Mercado, Senior Director of Operations, who revamped the NC 211 team and evolved it into a system operating at a **98% service level** on average. The NC 211 team has grown to **40+ employees** who dedicate their time and energy to helping North Carolinians calling in for resource information to address their life's needs.

# 2024 BY THE NUMBERS



**220K**

Calls to 2-1-1



**240K**

Caller Requests



**636K**

Sessions on nc211.org

## TOP NEEDS IN NORTH CAROLINA



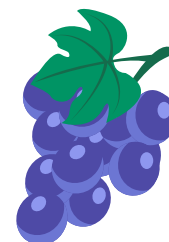
**103K**

Requests for  
Housing Help



**49K**

Requests for  
Help with Utilities



**16K**

Requests for  
Food Relief



**12K**

Requests for  
Help with  
Healthcare



**6K**

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



**3K**

Requests for  
Financial  
Assistance



## DATABASE

Our dedicated resource team manages the NC 211 database, which includes nearly **17,000 services** offered through over **13,000 programs**. The team works diligently to constantly verify and update resources, ensuring that the information is accurate and up-to-date. Additionally, they actively seek out underutilized resources within communities, ensuring that every available support system is identified and accessible to those in need during times of need. This ongoing effort helps to connect individuals with the vital services they require. During Hurricane Helene, the resource team responded to 211 disaster calls. They updated the Hurricane Helene spreadsheet with verified resources gathered from social media posts and government websites. Being stationed at the State EOC allowed them to obtain real-time, verified information directly from human services agencies active in the disaster response, such as the Salvation Army and the American Red Cross.

16,885

Total programs updated in  
2024

4,539

Agencies verified in 2024

202

Agencies added to NC 211's  
Database in 2024

## eLIBRARY

North Carolinians can also read detailed information about resources by visiting NC 211's eLibrary at [nc211.org/elibrary](https://nc211.org/elibrary). At the end of 2023, there were more than 80 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.

# OUR PARTNERSHIP PROGRAMS



**United Way of North Carolina and NC 211 maintained or added the following programs in 2024.**



## **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.



## **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.



## **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.

In 2024, NC 211 provided valuable support to **1,557** family caregivers by connecting them with crucial resources. A total of **3,654** non-AARP resources were distributed to help caregivers, alongside **893** AARP resources. This assistance aimed to ease the challenges caregivers face, ensuring they had access to the support and information they needed to care for their loved ones effectively.



**893** AARP resources  
provided to family  
caregivers



**3,654** non-AARP  
resources provided to  
family caregivers



**1,557** family  
caregivers received  
resources



**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 2024, a total of 16,212 needs were presented to NCCARE360 Resource Navigators.**



## 1<sup>st</sup> Action

92% of service episodes had a first action taken within 2 business days.



## Organizations

193 Organizations on NCCARE360 sent at least one referral to us.



## Resolution

99% of service episodes were either referred or closed in 10 business day.



## Clients

8,000+ clients were impacted by NCCARE360 navigators.

Of the clients we were able contact, Navigators assisted with over **12,420** needs.



To address former Governor Roy Cooper's goal to end the Digital Divide, the NCDIT Division of Broadband of Digital Opportunity has established a partnership with NC 211 to help individuals anywhere in the state access community resources that support internet affordability, access to computers and digital devices, digital skills and literacy, tech support and free Wi-Fi.

**In 2024, a total of 7,266 consumers expressed interest in learning more about digital literacy.**



## Internet plans

**178** Consumers received low-cost internet search plans.



## NorthStar Training

**141** Consumers received referrals to NorthStar for digital literacy training.



## Email Creation

**2** consumers were assisted with creating an email account.



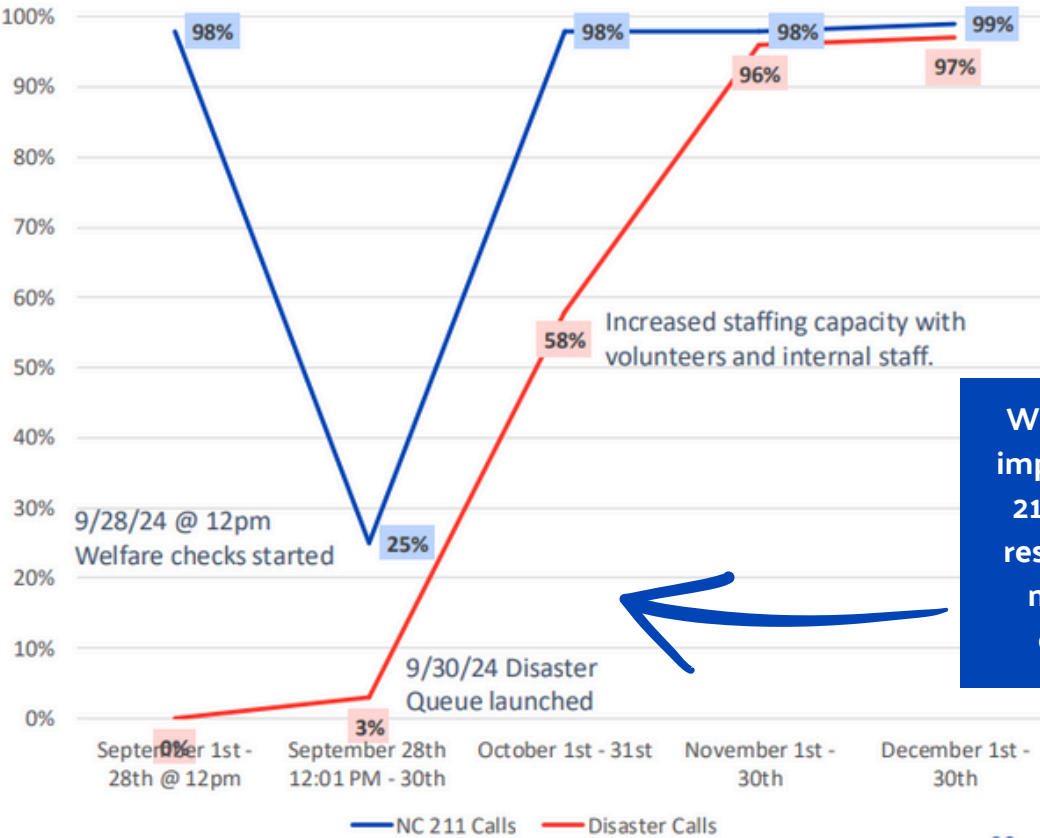
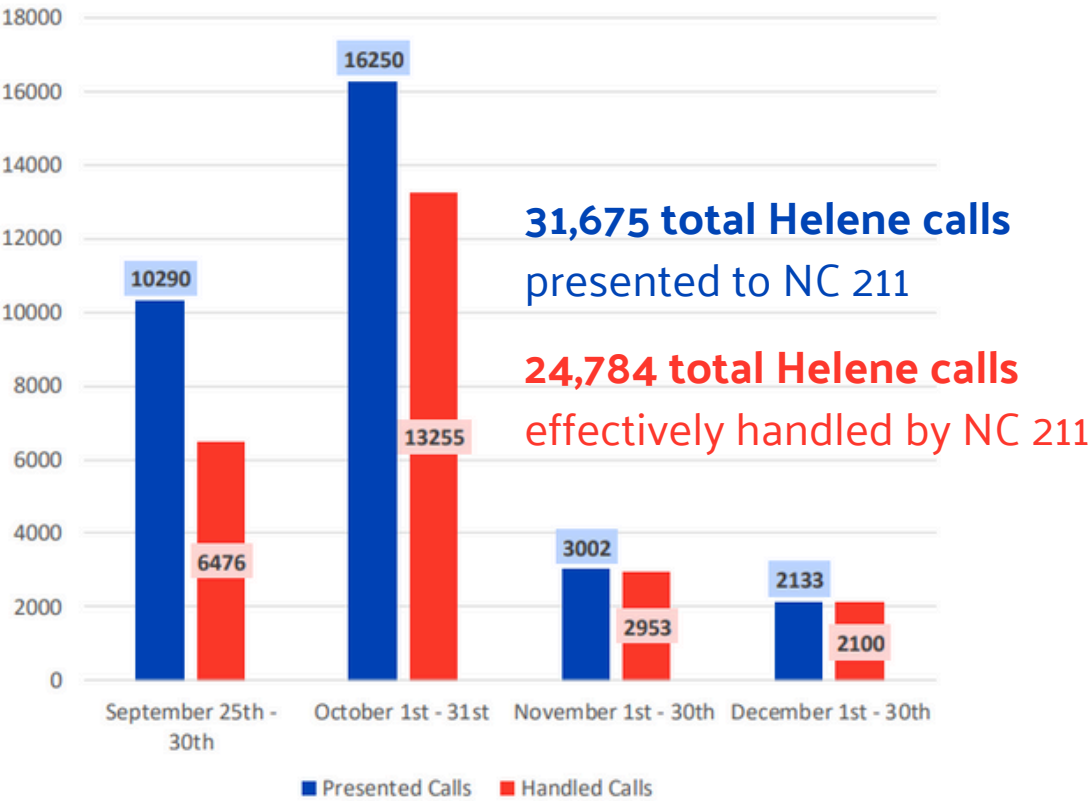
## Closed

**803** consumers completed a digital assessment.

# HELENE RELIEF AND RECOVERY: CALLS AND SERVICE LEVELS



NC 211 was activated as part of North Carolina’s emergency response team on September 25, 2024, to assist with non - emergency calls related to Hurricane Helene, which impacted 28 counties in western North Carolina.



Within a week of Hurricane Helene’s impact on western North Carolina, NC 211 and Disaster Service levels were restored to 90%, all while effectively managing both disaster response efforts and our daily operations.

# HELENE RELIEF AND RECOVERY: CALLER NEEDS



**UNITED WAY**  
North Carolina

NC 211 was activated as part of North Carolina's emergency response team on September 25, 2024, to assist with non-emergency calls related to Hurricane Helene, which impacted 28 counties in western North Carolina.

## Welfare Checks

12,985 consumers texted  
"Person" to 40403 to submit a  
welfare check

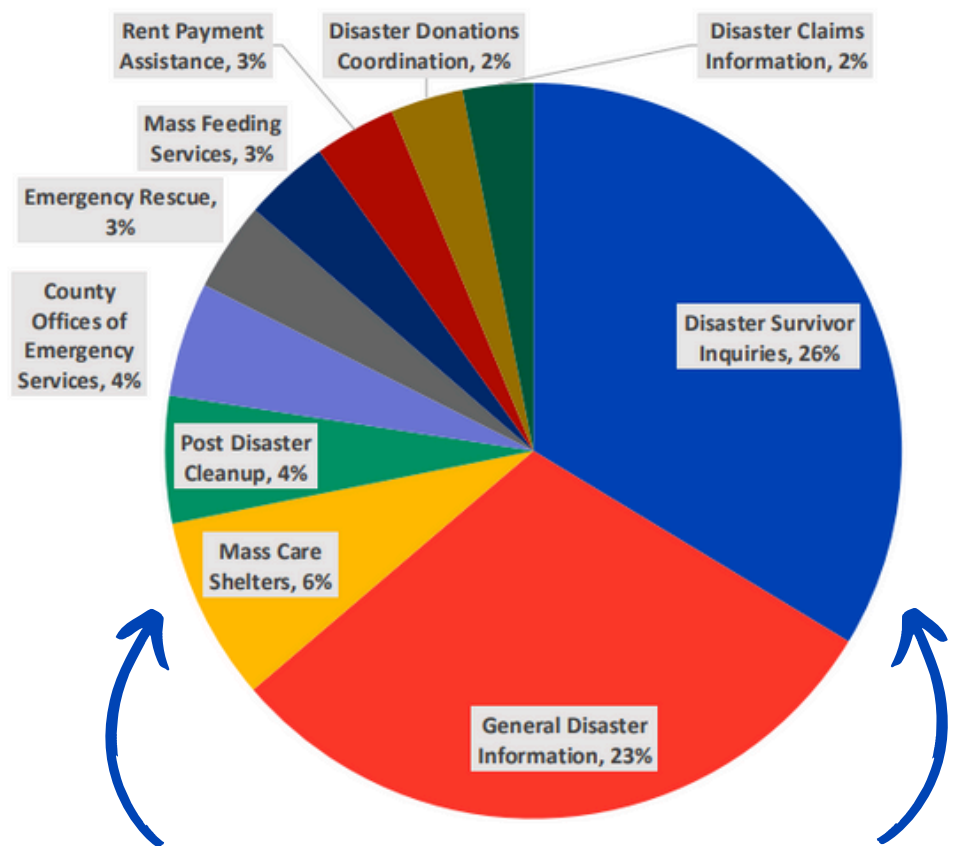
**NC 211 processed 18,370  
welfare checks by either text  
or phone call**

## Unmet Needs

In 2024, NC 211 identified **931 disaster-related unmet needs across 112 unique categories**. The majority of these cases were attributed to a lack of available resources at the time of the call, reflecting the overwhelming demand for assistance during the disaster response.

## Air BnB

**NC 211 issued 540 Airbnb credits** to help individuals find temporary housing in the aftermath of the hurricane. These credits provided critical support, offering people a safe place to stay for a few days while they navigated the challenges brought on by the storm. This initiative played a key role in ensuring that those displaced by the disaster had access to much-needed shelter during a difficult time.



**20,956 disaster-related  
needs across 327 distinct  
categories.**



**UNITED WAY**  
North Carolina



Powered by United Way of North Carolina  
and Local United Ways

## ADDRESS

**1130 Kildaire Farm Road  
Suite 100  
Cary, NC 27511**

## PHONE NUMBER

**(919) 834-5200**

## WEBSITES

**UnitedWayNC.org  
NC211.org**

## SOCIAL MEDIA

**Facebook:** @United Way of North Carolina | @NC 211

**Instagram:** @unitedwayofnorthcarolina | @NC\_2\_1\_1

**Twitter:** @UWNorthCarolina | @NC\_211

**TikTok:** @Unitedwaync\_NC211

**YouTube:** @unitedwayofnorthcarolina