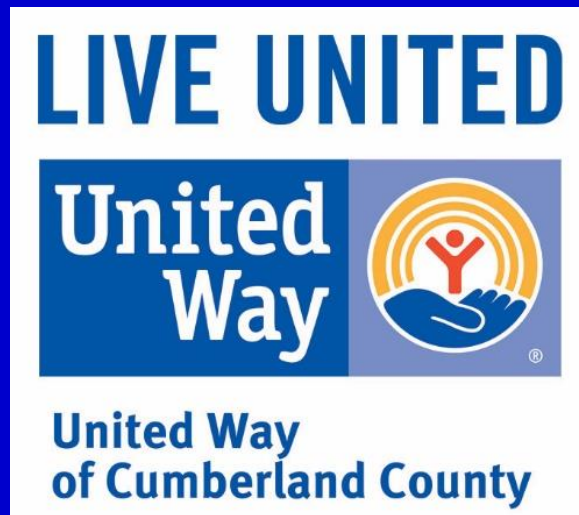


# Improving the quality of lives in Cumberland County

**1935-2022**



# Our Vision

For Cumberland County to be a diverse and dynamic community where individuals and families thrive, where people willingly share the responsibility of ensuring a safe and healthy community, and where there is ongoing emphasis on enhancing the quality of life for all citizens.

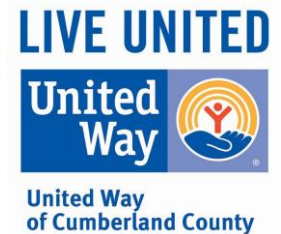
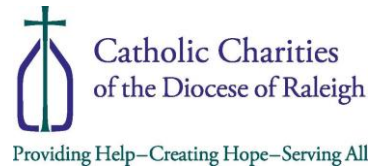


# Community Impact Partners

Local Nonprofit Partners of United Way of CC



American  
Red Cross





# Community Impact

The programs you invest in that make an impact in the community.



## BASIC CRITICAL NEEDS

- Disaster Services
- Services to Armed Forces
- Emergency Medical Direct Aid
- Day Resource Center for Homeless Women & Children
- Emergency Assistance Program
- Home Improvement Program for Elderly
- Food Pantry Services
- Senior Nutrition Services



## FINANCIAL STABILITY

- Adult Literacy & Education Center
- Adult Day Vocational Program
- Warrior Bridge Program for Disabled Veterans



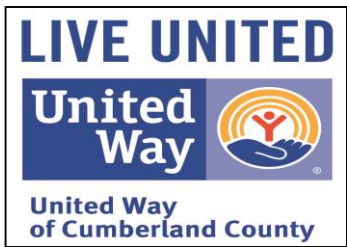
## HEALTH

- Preparedness, Health & Safety Program
- Diabetes Self-Management Program
- Community Care Giving Circle
- Domestic Violence Advocacy
- VRC New Directions for Visually Impaired
- Mental Health & Substance Use Disorder Services



## EDUCATION

- Youth Scouting Program
- Find-A-Friend Mentoring Program
- Community Engagement Program for Girls
- Youth Intervention & Prevention Programs

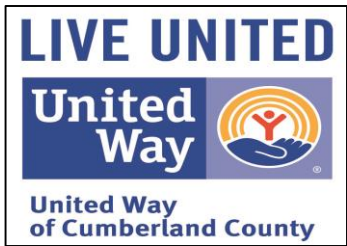


# Campaign Kickoff 2021

26,352 meals packed for those in need and distributed within 2 month through Fayetteville Urban Ministries





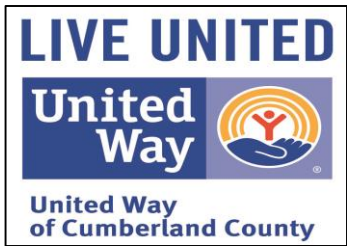


# Be a Hometown Hero!

## American Red Cross Preparedness Program

The American Red Cross offers a variety of virtual programs to help people better prepare for emergencies. Get free trainings like CPR, fire safety, natural hazards and more to learn how to stay safe during an emergency.

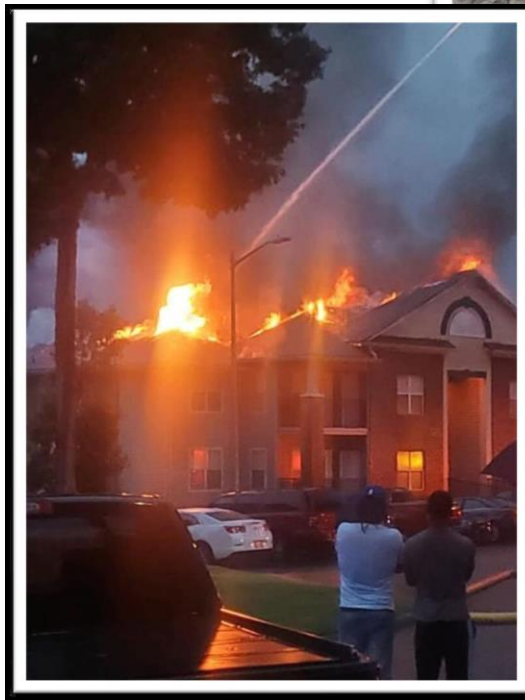




# Lives Changed

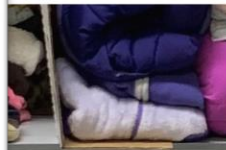
## American Red Cross Disaster Services

A recent apartment fire displaced residents of 24 apartments. Our local American Red Cross answered the call, providing immediate financial assistance for hotel and food, mental health support and other critical needs.





# It takes so little to do so much!





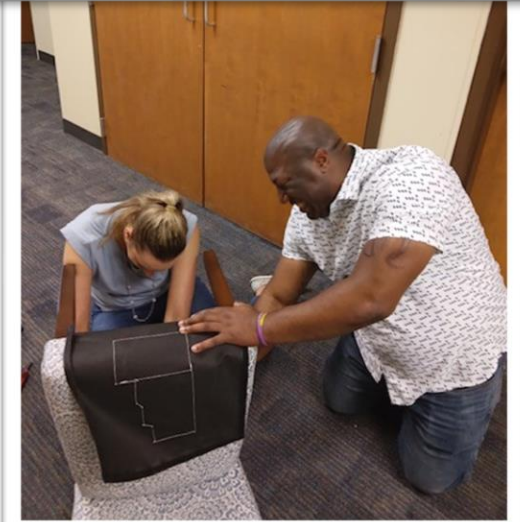
# Lives Touched

Better Health received a phone call from the director of a local church preschool. One of their three year old students had just been diagnosed with diabetes and the staff were terrified.

Better Health's staff went out the same week, spending over an hour teaching staff about diabetes symptoms, how to inject insulin, using an orange as an injection site, and how to test blood sugar. They all said that they felt so relieved after the training!



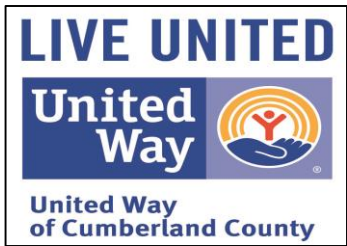
*Certified Diabetes Educator, Patti Landy, trains preschool staff on proper injection technique*



# Community Matters

Day of Caring 2022 had over 100 Volunteers



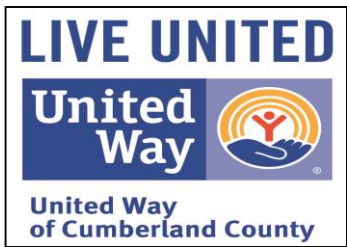


# THE POWER OF YOUR DOLLARS!

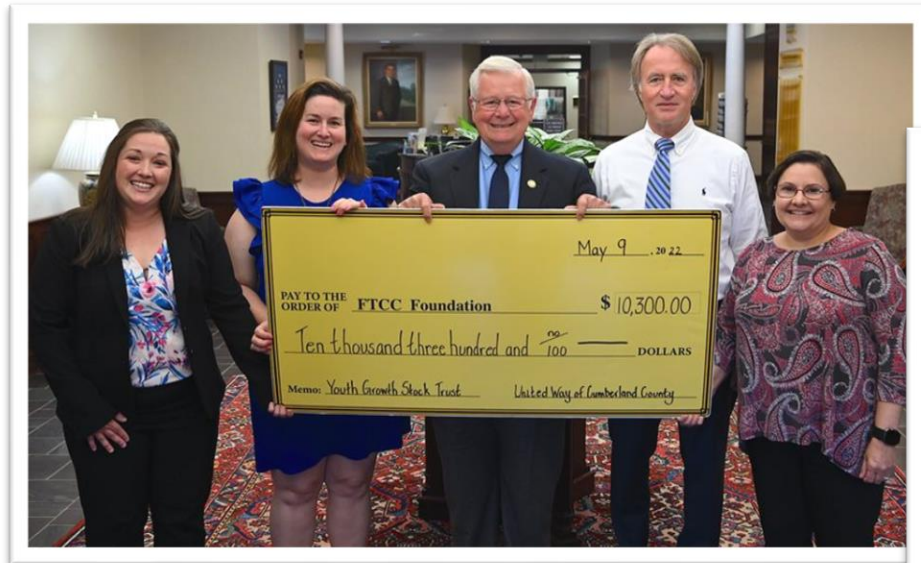
How your donations make a difference!



**Emergency Assistance Program with Fayetteville Urban Ministry:**  
Over 19,000 people around Cumberland County were supported with food, clothing and financial assistance.

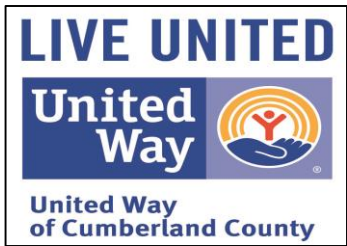


# Youth Growth Stock Trust



In 2022, YGST granted \$324,462 to local programs impacting youth in addition to campaign funds

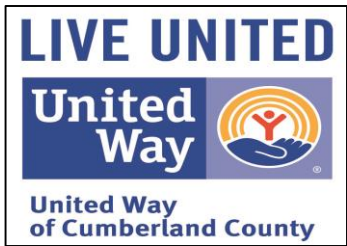




# United is The Way to Build a Caring Community

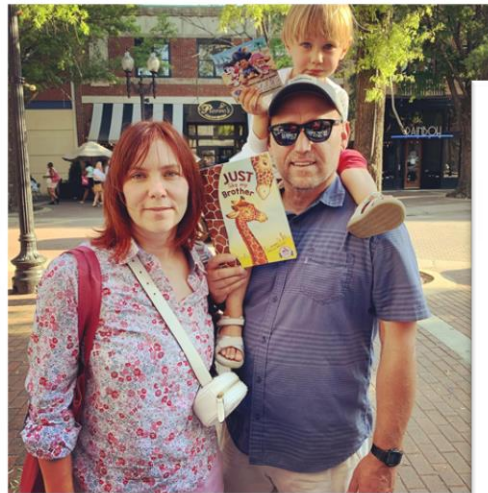






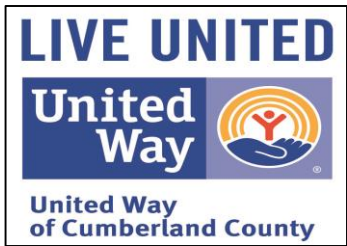
# Dolly Parton Imagination Library

Over 541,992 books distributed  
in Cumberland County.



Children from birth to age 5 receive free  
books mailed to their homes each month.  
Register at [unitedway-cc.org](http://unitedway-cc.org)



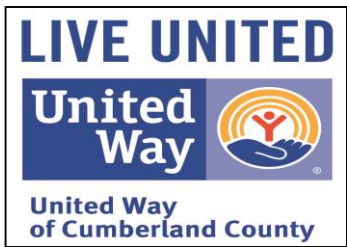


# Community Matters

## United Way Woodpeckers Night



\$350 in ticket sales came back to United Way to support our community!



# Campaign Manager Tour



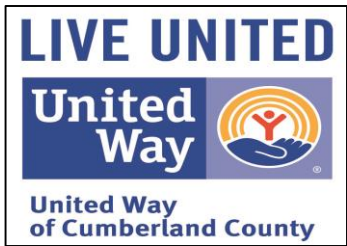
"I think it was an incredible event. Brian said he enjoyed himself too and we both learned a LOT. It's funny (and humbling) what you think you know then you attend an event like Tuesday's and you realize there is still so much to learn." - Mikayla



"We thoroughly enjoyed it. You put together a great event with great partners. I know this your first time doing something like this for campaign managers; I hope the positive feedback encourages you to use this format again in future campaigns." - Anthony

"It was a wonderful event. I felt invigorated after the tour ended. What a caring community we are privileged to live and work in!" - Bill





# 211 Referral Line



## Thank you NC 211 Sponsors



# 2021 YEAR IN REVIEW

## TOP NEEDS



98,479  
Housing & Shelter



40,963  
Utilities



16,909  
Employment, Income & Family Supports



9,218  
Healthcare & COVID-19



6,333  
Government & Legal

160,937  
CALLS

194,100  
NEEDS MET

Visit [www.nc.211counts.org](http://www.nc.211counts.org) for more information

## RESOURCES & OUTREACH



12,642  
Verified resources in NC 211 database



625K  
Sessions on nc211.org



55+  
eLibrary posts on nc211.org

## INITIATIVES & MILESTONES

\$500K

Additional state funding secured to support NC 211 infrastructure and COVID-19 response capacity

Distributed \$206K in assistance funds provided by the Synchrony Foundation to divert families from potential homelessness

Served as access point for statewide COVID-19 recovery programs, including HOPE 1.0 and Back@Home



NCCARE360

Navigators served 3,217 clients through the statewide NCCARE360 system

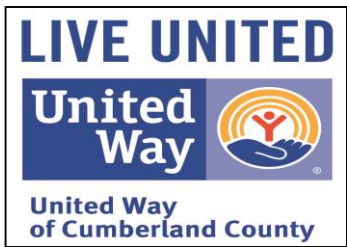
FREE • CONFIDENTIAL • MULTILINGUAL • 24/7/365

Dial 2-1-1 (or 1-888-892-1162) or visit [www.nc211.org](http://www.nc211.org)

NC 211 is brought to you by United Way of NC with support from local United Ways. For more information, visit [nc211.org](http://nc211.org) or contact Heather Black, NC 211 State Director ([hblack@unitedwaync.org](mailto:hblack@unitedwaync.org))

All numbers are as of December 31, 2021.





# How You Can Make a Difference

## CORPORATE ENGAGEMENT ACTIVITIES

Participate in one of the various Volunteer Engagement Activities that give you the opportunity to give back to the community by sharing your time and talent.

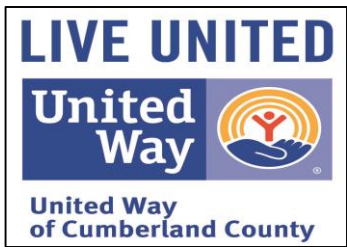


## LEADERSHIP DEVELOPMENT PROGRAM

The Leadership Development Program (LDP) is FREE board training designed to identify, develop and enhance leadership skills. The program also teaches the skills and responsibilities required for volunteers to become effective nonprofit board members.

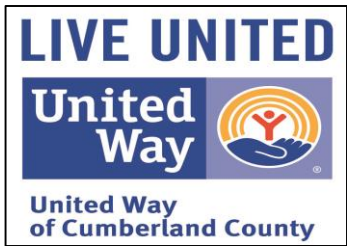






# Ways to Give **United**

- ONE TIME GIFT/DONATION: [CASH, CHECK, CREDIT CARD]  
You can go online to [unitedway-cc.org](http://unitedway-cc.org) and click the donate button.
- PAYROLL DEDUCTION: An easy/flexible way to contribute a small amount (\$5.00) each pay period rather than to contribute the large sum of money all at once.
- CORPORATE MATCH: Your donation could increase significantly if your company provides a match. Check with your HR/Payroll Department to see if your company participates in a Corporate Match program

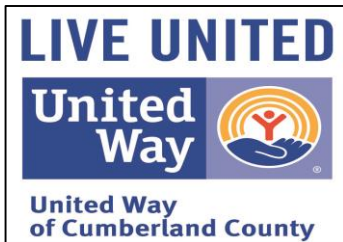


# Workplace Campaign Awards

Will you be up here next year?







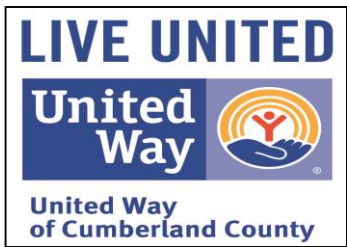
# THIS COULD BE YOU!



## GIVE FOR A CHANCE TO WIN

Thanks to an anonymous donor, one lucky person will receive a cash prize of \$5,000, plus an additional \$1,000 to give to a Community Impact Partner of your choice.

**Qualify to win by pledging \$2.89 per week or more through payroll deduction or by donating a one-time gift of at least \$150.00**



# Share Your Campaign on Social Media

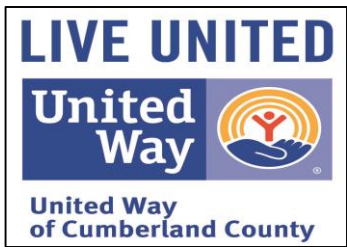
Use this hashtag to share on social media

We want to share the excitement of your Campaign Kickoff. Tag us on social media and use the hashtag

**#UWCCBETHECHANGE**







# Questions?

Have questions about campaign or giving?



Contact Us: 910-483-1179  
or email [melissareid@unitedway-cc.org](mailto:melissareid@unitedway-cc.org)

## Stay Connected

**Facebook:** [unitedwayofcumberlandcounty](#)

**Instagram:** [UnitedWayofCC](#)

**Twitter:** [UWCumberlandCty](#)

**YouTube:** [United Way of Cumberland County](#)

