



LIVE UNITED



United Way
of Cumberland County

1935-2023

United Way of Cumberland County

**SERVING THE
COMMUNITY**

We exist to improve the quality of lives of individuals in our community through united efforts.

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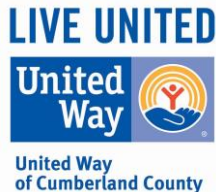
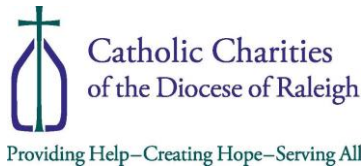
OUR VISION

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 Cumberland County



Community Impact Funded Programs

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
- Warrior Bridge Program for Disabled Veterans



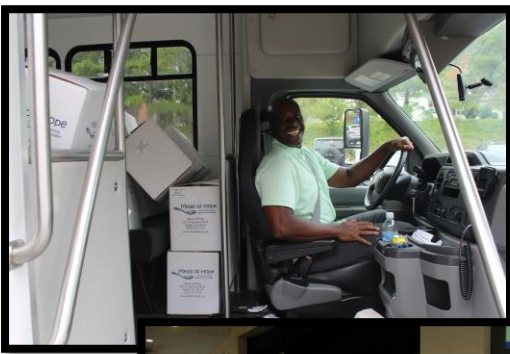
HEALTH

- Preparedness, Health & Safety Program
- Diabetes Self-Management Program
- Community Care Giving Circle
- 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



Meal Packing Event

Campaign Kickoff 2022

The Meal Packing Event marks the beginning of the United Way campaign season. During this event, we gathered 280 volunteers to collectively pack up to 35,000 meal packets intended for individuals in need. These meals are subsequently donated to local food pantries, serving our community in a meaningful way.



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Over the Edge

"Over the Edge" is an exciting fundraising event that involves as many as 97 brave rappellers and their cheering crowd. These participants aim to raise a minimum of \$1,000 each, and in return, they get to descend 50 feet down the Cape Fear Valley Medical Arts Center located in Downtown Fayetteville. This thrilling experience contributes to United Way of Cumberland County's (UWCC) mission of raising \$100,000. These funds go towards enhancing the quality of life in Cumberland County by addressing vital human needs within the community.



OVER THE EDGE IS BACK IN 2024!



REGISTER TODAY USING THE CODE **EARLYOTE24** TO GET \$40 OFF YOUR REGISTRATION FEE

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Lives Changed

Disaster Services Make an Impact!

Thanks to continuous funding from United Way donors, the American Red Cross extended its support to 37 families affected by a recent home fire in Eastern North Carolina. This aid encompassed crucial needs such as food, clothing, lodging, hygiene items, and more. As a result of this assistance, a total of 17 individuals were able to escape the cold and find comfort in warm beds. The generosity of United Way donors played a pivotal role in making this relief effort possible.



It takes so little to do so much!



Hygiene Kits for Older Adults – crossword puzzles & sticky note pads made these kits special.



Kits for Vets- these kits supplied hygiene products and snacks, which were placed inside a cooler bag.



Fans for Older Adults – These fans assist adults 60 and older when they don't have air conditioning or when their air goes out.



Food Pantry – This pantry at Catholic Charities provides food for 25 individuals or families a day.

Lives Touched

In November of 2020, I began to notice a change in my eyesight, which turned out to be diabetic retinopathy, caused by my diabetes. I underwent two eye surgeries in 2021 (May and September) to address the issue, but unfortunately, neither of them improved my vision. I am now completely blind in my right eye and partially blind in my left eye, with the remaining vision deteriorating and becoming increasingly blurry.

This condition led me into a severe depression, and I began to experience anxiety, with negative thoughts running through my mind. I worried about my ability to raise my children, my potential for being handicapped and trapped in my home and felt like my life was over.

The Vision Resource Center (VRC) has been a game-changer for me, without which I would have been lost. The United Way of Cumberland County supports the VRC in providing resources, programs, and activities that have helped me regain my confidence and independence. The VRC has taught me necessary adjustments, assistive technology classes, and how to advocate for myself. I no longer feel like a burden to my family and am optimistic about the future. Now, when asked how I am doing, my response is, "I am fabulous!"





Days of Caring 2023

Community Matters

The Day of Caring is a special occasion where we bring together 200 volunteers and connect them with numerous nonprofit organizations. This day is all about putting in some serious effort, sharing laughter, and creating positive transformations within our community. Beyond that, it offers an excellent opportunity for individuals to gain a deeper insight into the various needs of our local human services. It's a chance for them to discover a cause that resonates with them and roll up their sleeves to actively make a meaningful impact!



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THE POWER OF YOUR DOLLARS!

How your donations make a difference!



THE POWER OF YOUR GIFT
Give back at www.unitedway-cc.org

\$5
a week

\$260 per year
provides 1,300 meals for hungry men, women and children.

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THE POWER OF A UNITED DONOR
Give back at www.unitedway-cc.org

\$100
per month

\$1,200 per year
provides materials to build a wheelchair ramp to help an older adult safely access their home.

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THE POWER OF YOUR GIFT
Give back at www.unitedway-cc.org

\$4
a week

\$280 per year
provides one month of utility assistance to a single household

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85 cents out of every dollar donated to United Way goes to help people in need in Cumberland County!



Youth Growth Stock Trust

YGST granted \$345,000 this year!

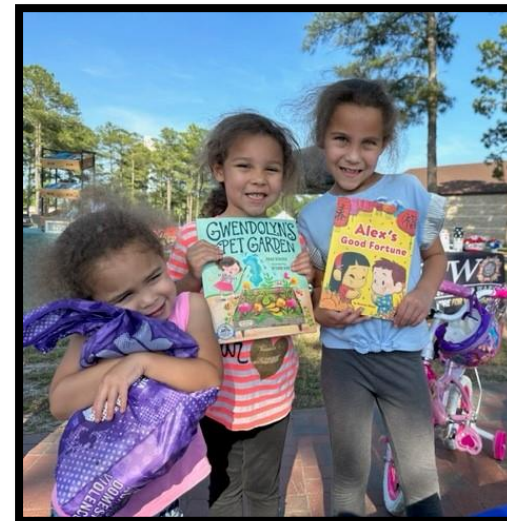
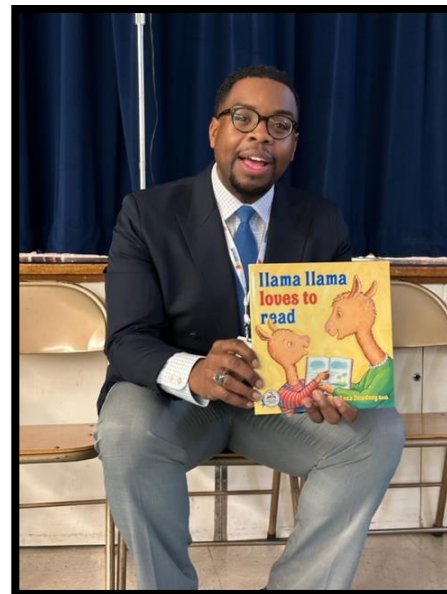
In 2023, YGST granted \$345,000 to local programs impacting youth in addition to campaign funds. The Youth Growth Stock Trust was established in 1992, due to the late Robert Short's concern for the well-being of this community's youth. United Way of Cumberland County is the YGST Trust Administrator and each year, grants are awarded to local programs, initiatives, schools and scholarships that specifically benefit Cumberland County youth.



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Dolly Parton Imagination Library

Over 541,992 books distributed
in Cumberland County.

Dolly Parton's Imagination Library is a book
gifting program that mails free books to children
from birth to age five in Cumberland County.



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“The Campaign Manager Tour is incredibly insightful. We get to see first hand where our funds are going and just how impactful they are to our local community.” - Candice

Campaign Managers Tour

The Campaign Manager Tour highlights the successes of what making an impact can do, but it also shed light on the challenges faced by our community. Understanding the obstacles and setbacks helps the Campaign Managers develop a more informed and holistic approach during campaign season. It's easy to feel disconnected from these challenges when you're not directly witnessing them, but the tour humanizes the entire experience and compels them to improve their efforts.



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Marquis Social

Every year, the United Way of Cumberland County holds this event as a tribute to 100 members of the Marquis Society. The Marquis Society consists of esteemed members who have generously pledged \$1,000 or more to the United Way of Cumberland County, symbolizing their commitment to our community's well-being.

211 Referral Line



Thank you NC 211 Sponsors



2022 YEAR IN REVIEW

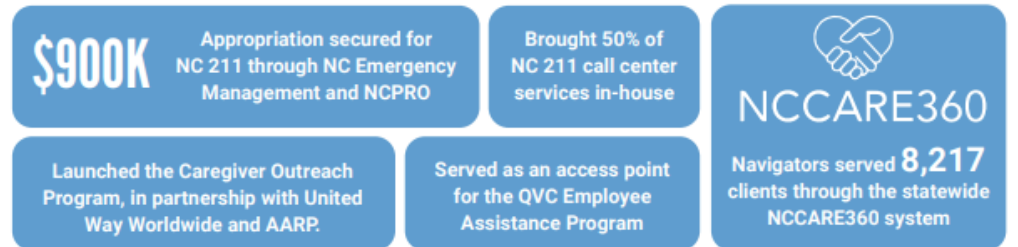
TOP NEEDS



RESOURCES & OUTREACH



INITIATIVES & MILESTONES



FREE • CONFIDENTIAL • MULTILINGUAL • 24/7/365
Dial 2-1-1 (or 1-888-892-1162) or visit 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 or contact Heather Black, United Way of NC Vice President (hblack@unitedwaync.org)

All numbers are as of December 31, 2022.



United Way of North Carolina

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 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?



Questions?

Have questions about campaign or giving?

Contact Roshelle: 910-483-1179 ext. 228
or email development@unitedway-cc.org



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