



UNITED WE
GROW!

United Way Tar River Region



Community Impact Report

2019 - 2020

Serving Nash and Edgecombe Counties



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UNITED WE GROW

Mission Statement

We unite people and resources to build a stronger community.

Vision Statement

We will be champions of our community, empowering individuals and improving lives, while striving for IDEALS that facilitate lasting, positive change.

Value Statements

Integrity ~ We practice care, compassion and honesty in the stewardship of resources and relationships entrusted to us by our community.

Diversity ~ We value each person's unique gifts that strengthen our community through individual experiences, skills and resources.

Excellence ~ We focus on achieving the highest standards of organizational excellence and are committed to achieving our mission and vision.

Accountability ~ We ensure effective, responsible, equitable and ethical management of the resources given to us by our community.

Leadership ~ We present a strong, united voice that inspires people to build a better, more self-sufficient community.

Solutions ~ We work collaboratively, effectively and strategically to improve pressing local health and human service needs, while creating a caring and responsive community.

Total Contributions over the Past 10 years:

\$12,626,566

Building Blocks for a Stronger Community

EDUCATION



INCOME



HEALTH



A
STRONGER
COMMUNITY

UNITED WAY'S TWIN COUNTY IMPACT 2019-2020



United Way's Impact and Support

8,000+ Donors	73 Employee Campaigns	45 Corporate/ Foundations	24 Community Partners
35 Funded Programs	211 Volunteers	\$8,552 In-kind Contributions	\$1,268,433 Total Support

"Boddie-Noell Enterprises, Inc. has been a proud supporter of the United Way for over 30 years. Each year we have 100% participation in giving from our home office employees and we have a lot of fun generating excitement about the campaign through raffles, cake walks, auctions, and BBQ plate sales. Through the years, the Boddie-Noell family has benefited from the wonderful services that the United Way partners provide. The Red Cross assisted several of our employees during Hurricane Floyd, many of our employees' children achieved Eagle Scout rank within the Boy Scouts and we have many who exercise at the YMCA. Not only do our employees benefit from the United Way partners but they also contribute their time to these partners by delivering Meals on Wheels; manning the softball throw for our annual local Special Olympics; helping with the annual "We Believe In Children" Christmas party we host for the Boys and Girls Club; ringing the bell for the Salvation Army; having food drives for United Community Ministries and school supply drives for Peacemakers.

This year has certainly been challenging for all non-profits due to Covid-19 but Ginny and her team continue to work tirelessly for so many in our community. We are very fortunate to have such a strong United Way in our area and I hope others will join us in continuing to support their mission of building a stronger community for lasting, positive change.

Bill Boddie, Sr., CEO

Boddie—Noell Enterprises, Inc.

SNAPSHOT OF OUR COMMUNITY

Population:
145,770

Unemployed:
3,359

Persons without health insurance, under age 65:
Over 12%

Below grade level in Reading/Language Arts:
over 56%

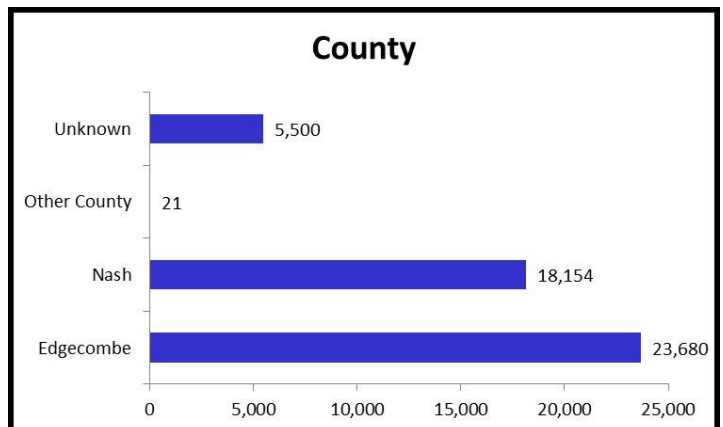
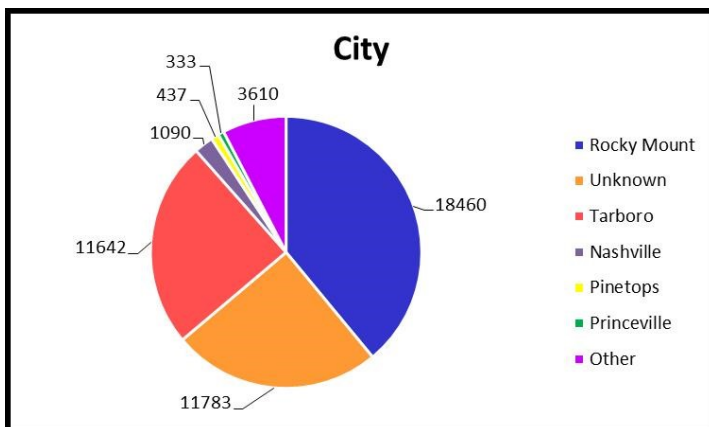
Adult obesity:
37%

Living below the Poverty level:
26,692

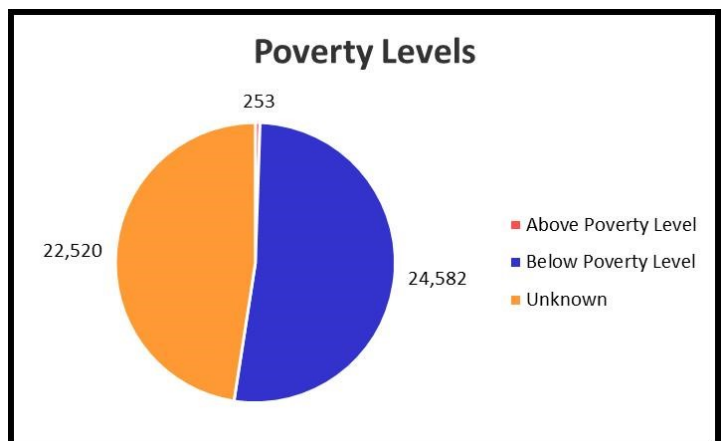
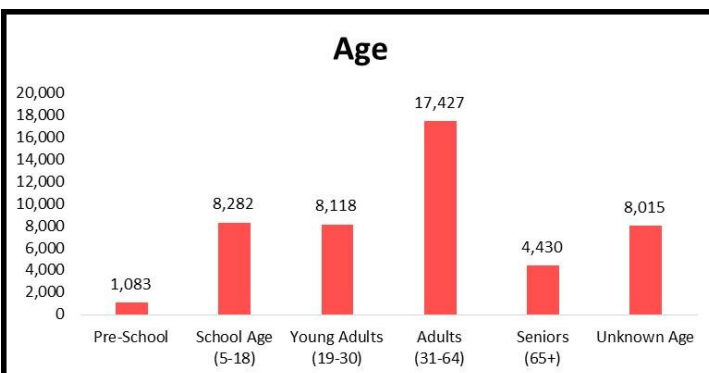
Graduation rate:
84.8%

*Data Sources: United States Census Bureau, NC Report Card, North Carolina Department of Public Instruction, County Health Rankings & Roadmaps, and NC Department of Commerce.

INDIVIDUALS SERVED BY UNITED WAY PROGRAMS



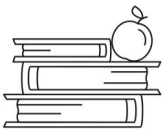
*Other includes Bailey, Battleboro, Castalia, Dortches, Leggett, Macclesfield, Middlesex, Red Oak, Sharpsburg, Speed, Spring Hope and Whitakers.



EDUCATION: Building Successful Youth and Families

Our goals within the area of Education include:

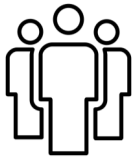
- Students attain benchmarks of academic success.
- All community members graduate from high school and make a successful transition to work.
- Youth develop the skills and attitudes to be responsible and productive community members.
- Children have access to community-based programs that support their overall success.
- Parents have the opportunity to develop their parenting skills.



11 Education Programs



\$341,580 Invested



11,565 Impacted



100%
of parents in Williford Resource Center's parenting program participated in programs to improve their competence and confidence.



77

youth received weekly character & citizenship enrichment through Boys & Girls Club's SMART Girls.

United Way funding supports #workHERE through the Strategic Twin-Counties Education Partnership (STEP), a program that encourages local students to gain the knowledge and skills needed to further their education and gain employment. In partnership with local educators and employers, the STEM Design Challenge brings students together from both counties to build projects while facilitating team building.



INCOME AND INDEPENDENCE: Increasing Self-Sufficiency

Our goals within the area of Income and Independence include:

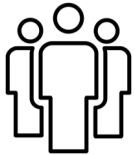
- Individuals, families, and seniors are financially stable and independent.
- Families, individuals, and seniors have access to affordable and appropriate housing.
- Residents are connected to a network of safety net organizations offering services that improve their well-being.
- The community is prepared to respond during and after a community crisis or disaster.
- Residents are engaged in the civic and social life of their communities.



15 Income Programs



\$339,953 Invested



32,466 Impacted



214

seniors received 1 hot meal 5 days per week through Meals on Wheels of Rocky Mount and Meals on Wheels of Tarboro.



123

seniors were able to continue living independently thanks to VOICE providing transportation for those unable to drive.

Though Tonya was employed full-time, she had a few unexpected expenses. She came to The REACH Center for rent assistance. Her case manager enrolled her in a financial literacy class and scheduled an appointment with a financial advisor. She was able to reduce her monthly out-of-pocket debt by more than \$400. Now, a first-time author and Social Media vlogger, Tonya is inspiring and motivating others.



HEALTH: Creating a Healthier Community

Our goals within the area of Health include:

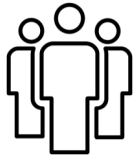
- Families have access to quality, affordable health care and medicines.
- Everyone has access to quality care and maintains optimum health.
- Serious and preventable disease and injuries are reduced among the young and old.
- Children with exceptional needs receive appropriate support to help them be successful.
- Individuals dependent on alcohol and/or drugs are able to break their dependency.



9 Health Programs



\$119,681 Invested



3,324 Impacted



148

participants showed improvement in their overall health & well being through the YMCA's Aquatic Exercise Classes.



725

students were impacted by healthy food-related environment shifts on school campus through Down East Partnership for Children's FoodCorps

With little hope, Jose' had been in and out of treatment centers for many years. After being introduced to the local recovery community at Christian Fellowship Homes, Jose' was swiftly on the road to recovery. Now, he is a team leader and a positive role model for other residents. As a result of this tremendous recovery, Jose' was able to purchase a vehicle for the first time in his life.

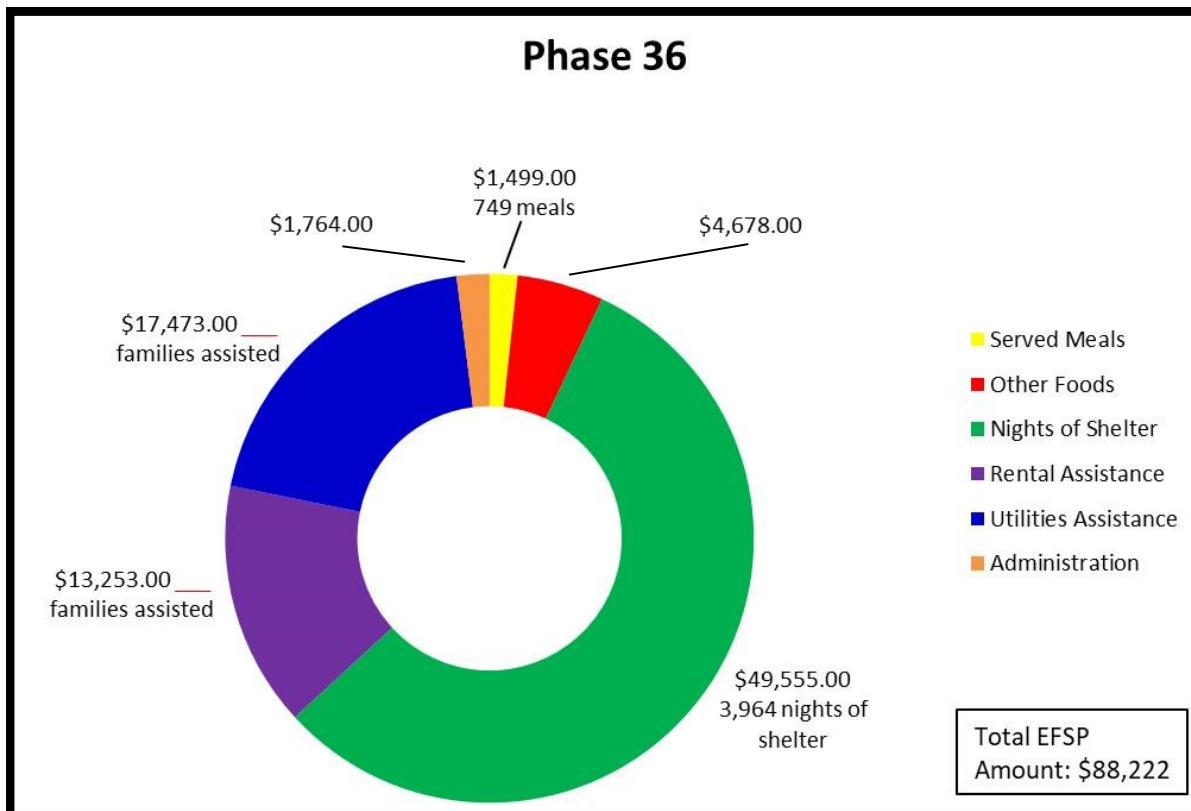


EMERGENCY FOOD & SHELTER PROGRAM

The Emergency Food and Shelter Program was established in 1983 and was created by Congress to help meet the needs of hungry and homeless people throughout the United States and its territories by allocating federal funds for the provision of food and shelter.

The program is governed by a National Board and administered by United Way.

During its 38 – year history, the program has disbursed over \$5.03 billion to over 14,000 human service agencies in more than 2,500 counties and cities.



Grand Total of EFSP dollars invested in the Twin Counties since 1991:

\$2,669,019.00

Phase 36 Local Recipient Organizations:

The Salvation Army

My Sister's House

United Community Ministries

Tarboro Community Outreach

United Way TRR (administrator)

Christian Fellowship Homes

St. Andrew's Church

The REACH Center

Truth Foundational Ministries

INFORMATION & REFERRAL: NC-211 and United Way

CALL 2-1-1...FREE, confidential, 24-hour, local health and human services information and referral line, providing community resources and volunteer opportunities to help you get answers and stay connected...dial 211 or visit www.nc211.org.

NASH COUNTY

Top Request Categories

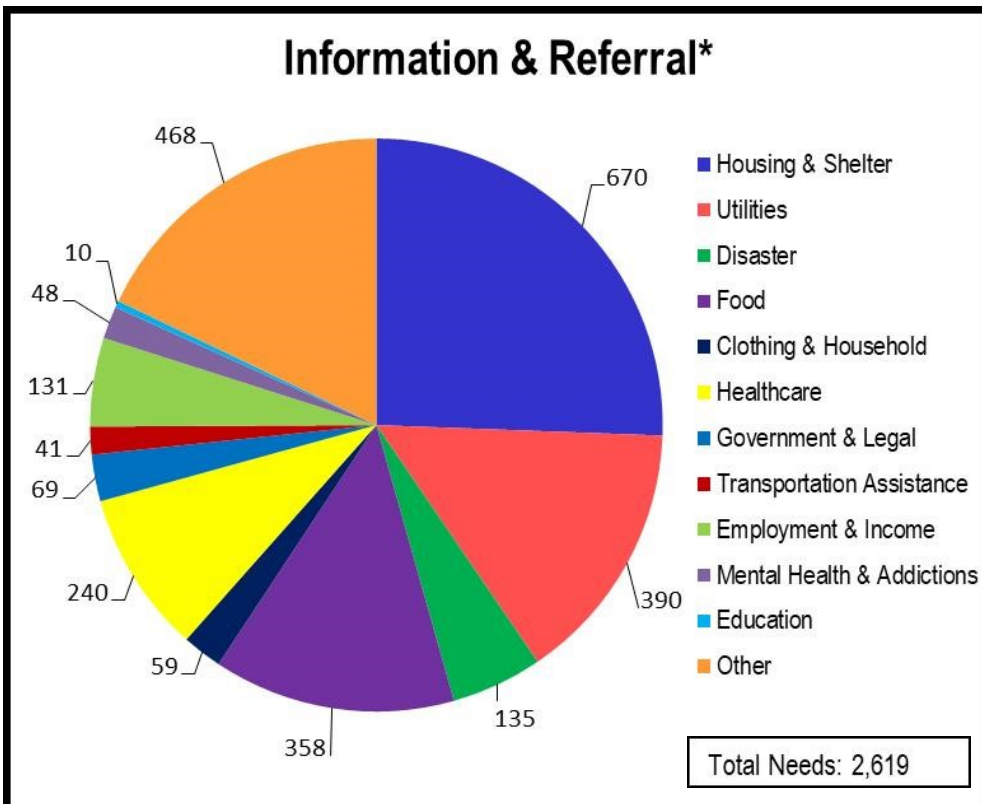
Housing & Shelter	25.5%
Food	17.1%
Utilities	15.4%
Healthcare	10.1%
Mental Health & Addictions	2.9%
Employment & Income	4.5%
Clothing & Household	2.2%
Child Care & Parenting	<1%
Government & Legal	3.7%
Transportation Assistance	1.4%
Education	<1%
Disaster	6.3%
Other	10.2%
Total for top requests	100%

EDGECOMBE COUNTY

Top Request Categories

Housing & Shelter	24.8%
Food	10.5%
Utilities	13.5%
Healthcare	7.6%
Mental Health & Addictions	<1%
Employment & Income	5.3%
Clothing & Household	2.5%
Child Care & Parenting	<1%
Government & Legal	1.8%
Transportation Assistance	1.5%
Education	<1%
Disaster	4.0%
Other	27.7%
Total for top requests	100%

Other includes Community Development & Enrichment, Volunteering & Donations, and other requests.



* The Information & Referral numbers include calls to NC-211, as well, as calls to our local United Way office.



COVID-19: Meeting Unmet Needs During a Pandemic

COVID-19 Relief Fund

The United Way COVID-19 Fund is a local effort to mobilize funds to help address challenges for our children, families and individuals as a result of COVID-19. Through an efficient and accountable grants process, United Way is working with non-profit partners to address urgent needs in feeding, housing, individual/family stability, childcare, and youth, senior & special populations' support, while encouraging innovative programming and community partnerships.



- Homeless Shelter / Feeding Pantry
- Financial / Rent Support
- Domestic Violence Shelter / Programming
- Childcare Program Support
- Remote Learning Support
- Senior Citizen Meal Program

Thank you, United Way, for partnering with us as we serve those in need of food during these days of a pandemic. The number of elderly people has increased...we have never in our history been ministering such long hours and with phenomenal amounts of food...even in 1999 as we responded to the Hurricane...we are grateful and delighted in knowing we are partnering with United Way!" - Tarboro Community Outreach



We serve as a backbone for our nonprofits by sharing resources, listening to needs, and helping identify resources and solutions. We helped identify a county feeding coordinator, have worked with homeless shelters to ensure housing for COVID negative & positive citizens, worked to mobilize 125,000 face masks for nonprofit usage, and assisted with many other citizen and nonprofit needs.



125,000

masks distributed to local nonprofits

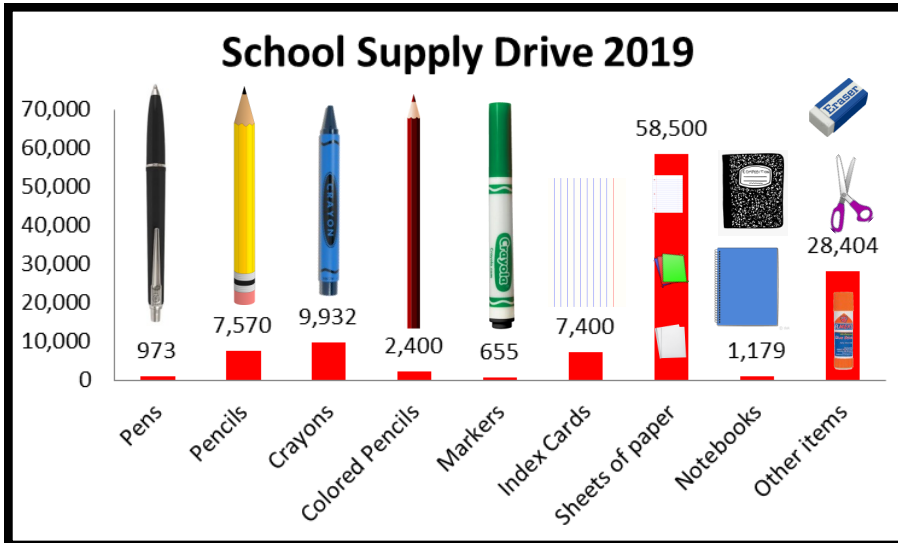
In partnership with
FEMA and Crown LSP Group

SCHOOL SUPPLY DRIVE: Supporting Local Educators & Students



54 drop boxes throughout the Twin Counties

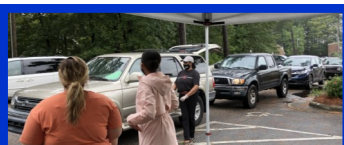
We appreciate our longstanding partnerships with the Nash County and Edgecombe County Public Schools and are so happy to have provided our students and educators with so many supplies to help facilitate an even more successful year!



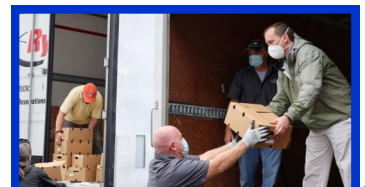
PRODUCE BOX DISTRIBUTION: Promoting Healthy Eating



2,000 produce boxes distributed throughout the Twin Counties



In partnership with Ripe Revival, Crown LSP Group, & Ryder



VOLUNTEER ENGAGEMENT: Encouraging a Caring Community

211

volunteers

4,111

volunteer hours

\$101,500

value of volunteer hours

NC Governor's Volunteer Service Award

The state of North Carolina presented the Nash-Edgecombe Counties 2019 Governor's Award for Volunteer Service to Down East Radio Reading Service, Inc. (DERRS) and Dr. Glenda Lawrence-Knight.

The Governor's Volunteer Service Award honors the true spirit of volunteerism by recognizing individuals, groups, and businesses that make a significant contribution to their community through volunteer service.

DERRS was nominated by David Winnett and was also recommended by others including David Edwards for his commitment to volunteerism. "Joe is a genuine volunteer who sincerely just wants to help. Joe's attitude is: "What do you want me to do and I'll do it'....he does it all without hesitation or need for recognition," said Edwards.

Dr. Glenda Lawrence-Knight was nominated by Rev. Dr. Thomas L. Walker and was recommended by Carol Allen White, NC Clerk of Superior Court. White said, "Since my acquaintance with her several years ago, she has unselfishly served as a community advocate with multiple organizations and involved herself in numerous community outreach projects." Lawrence-Knight received the Medallion Award and attended a ceremony in Raleigh to receive her certificate and medal, where she was able to meet Governor Roy Cooper's wife, First Lady of North Carolina, Kristin Cooper.

They were presented the awards at a reception at United Way on June 19, 2019. United Way Tar River Region, for over ten years, has been the proud local coordinator for the state-level volunteer service awards. United Way works each day to promote philanthropy and volunteerism in our local communities.



"Through United Way and volunteerism, it has been a delightful experience watching families gain and build a real sense of confidence and achievements. It has been refreshing to witness just how United Way has made such a huge difference in the lives of so many families through learning new skills while having fun. Thanks United Way for continuing to improve the quality of life of humans in North Carolina."

— Dr. Glenda Lawrence-Knight, Award Recipient, Princeville Town Manager & Community Partner

FAMILY WIZE: Providing Access to Prescriptions



Get the lowest price on your prescriptions with the FamilyWize card.

- FREE to EVERYONE! Whether you are insured or uninsured
- Average savings of 45%
- No enrollment, activation, or fees
- Covers all FDA approved prescription medications
- Accepted at major chain pharmacies and most independents nationwide
- No age or income restrictions

You can access it online at <https://familywize.org/free-prescription-discount-card> or pick one up from United Way Tar River Region.

Present card and prescription to a participating pharmacy. You pay either the discounted price with the card or the pharmacy's retail price, whichever is lower.

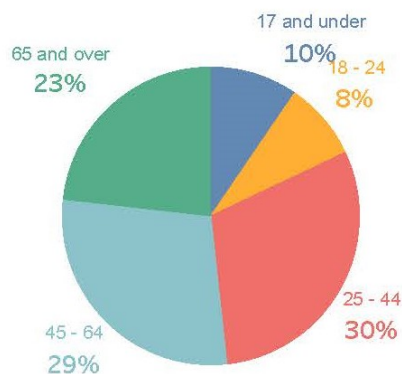
United Way Tar River Region

Date Range
7/1/19 to 6/30/20

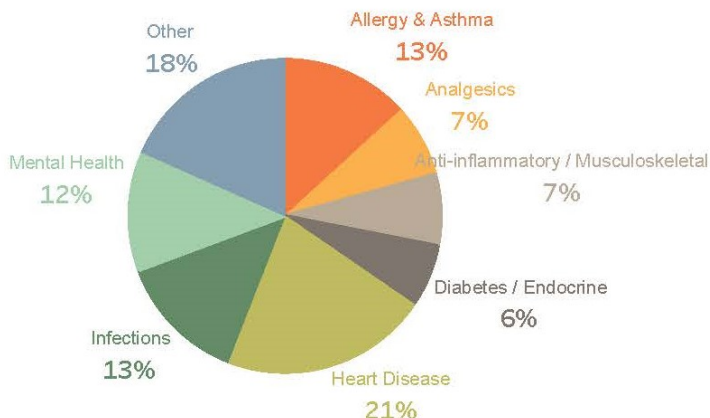
People Helped: 6,686

Community Savings: \$374,408

% of People by Age Group



% of Prescriptions by Therapy Area



YOUR DOLLARS AT WORK

28.3%

EDUCATION

PROGRAMS THAT BUILD SUCCESSFUL YOUTH & FAMILIES

28.2%

INCOME & INDEPENDENCE

PROGRAMS THAT GIVE PEOPLE HOPE AND TOOLS TO LIVE INDEPENDENTLY

9.9%

HEALTH

PROGRAMS THAT HELP PEOPLE MANAGE AND IMPROVE THEIR OVERALL HEALTH

14.4%

COMMUNITY DEVELOPMENT

NC-211, EMERGENCY FOOD & SHELTER PROGRAM, DISASTER RECOVERY AND OTHER COMMUNITY COLLABORATIVES

10.2%

FUNDRAISING

COSTS ASSOCIATED WITH PROVIDING DONORS THE OPPORTUNITY TO HELP IMPROVE THEIR COMMUNITY

4.8%

GENERAL & ADMINISTRATIVE

COSTS ASSOCIATED WITH ADMINISTRATIVE FUNCTIONS

4.3%

DONOR RESTRICTED CONTRIBUTIONS

DOLLARS RESTRICTED BY DONORS FOR SPECIFIC PROGRAMS OR CHARITABLE ORGANIZATIONS

“United Way Tar River Region is focused on the Twin Counties greatest challenges with the end goal to bring about positive and lasting change. Your donations help fund local programs and services that help thousands of individuals who are right here in our community. With one gift, you know that many local nonprofits and people that need a helping hand benefit, and that United Way will ensure that your donation has the greatest impact. This is a responsibility that we take very seriously, and we are grateful to you for your belief and trust in our local United Way.”

Jonathan Boone, Nash County Public Utilities and Facilities Director
United Way Board Chair

WHAT YOUR INVESTMENT CAN PROVIDE

\$1

WEEKLY CAN
PROVIDE

- 83 lbs. of food at United Community Ministries' Community Shelter
- 11 hours of summer learning for a student at Peacemakers Freedom School

\$2

WEEKLY CAN
PROVIDE

- A FREE book at every well child checkup for 4 children through Down East Partnership for Children's Reach Out and Read program
- 15 meals/year at Meals on Wheels of Rocky Mount

\$5

WEEKLY CAN
PROVIDE

- Provides a 3 night stay for a family displaced from their home due to fire through REACH
- Sponsorship for a Special Olympics athlete for an entire year

\$10

WEEKLY CAN
PROVIDE

- A scholarship for one child into Boys & Girls Club summer program
- Work clothing for 5 homeless men in temporary employment through Tarboro Community Outreach

\$25

WEEKLY CAN
PROVIDE

- 104 sheltered nights at My Sister's House
- 8 weeks of Summer Camp for a student at the YMCA

To make your investment today, visit www.unitedwaytrr.org/donate.



United Way Tar River Region

2501 Sunset Avenue

Rocky Mount, North Carolina 27804

252-937-2213

www.unitedwaytrr.org

