

## United Way Tar River Region Quick Facts

**Mission: We unite people and resources to build a stronger community.**

**Community Campaign Goal = \$950k**

### **Data Points:**

- 115 Workplace Giving Campaigns
- 36 Local Volunteer Leaders serving on our Board of Directors
- 23 Funded Community Partners
- 35 Local Funded Health and Human Service Programs
- 285 Volunteers
- 5000 Local Donors
- Other United Way Programs & Partnerships: Emergency Food & Shelter Program; NC 211 Information & Referral Program; Long-Term Disaster Committee; Homelessness Coalition; NC Volunteer Service Awards Hub; Volunteer & Community Resource Guides & Details

### **Last year with United Way Campaign Funding, we served:**

- **23,504** children and families impacted through our Education Programs
- **23,224** folks receiving support for ensuring basic needs are met-food, shelter, financial challenges
- **6,041** folks impacted through health programs that encourage healthy life styles, access to medicines, etc.

### **How the dollar is used – refer to the attached brochure for %'s**

- OVERHEAD is 20.5 % = right at \$.80 cents of each dollar goes directly into our local community to help our citizens.

## **Tornado Recovery:**

- Raised \$550,000 +
- Included in the \$550,000 were funds from Pfizer so we could help their employees who had damaged vehicles.
- Assisted 250 local citizens clean up, rebuild, and get into new homes.
- Recognized by the state for our best practices in our local response; especially since this tornado damage did not reach the financial levels to be declared a federal disaster.
- Incredible that we helped every person who reached out to us for assistance.
- Our goal at United Way is to maintain a disaster fund so that we can be ready for the next situation that occurs in our local community.

## **NC 211:**

- Service our United Way has had available since 2008
  - Thousands use this service each year, especially used during the pandemic, and also used during natural disasters like our hurricanes
  - Free Informational and Referral line and website where community members can access community resources and programs 24/7/365 in multiple languages.
  - In 2025 alone, the NC 211 service assisted **4,968** of our local citizens
- Top requests:** Affordable housing, Financial Assistance, and Food Support.

## **OTHER POSITIVE POINTS ABOUT UNITED WAY TAR RIVER REGION:**

- **FUNDS help local folks right here with the Twin County Region**
- **Payroll deduction is the easiest and most common way to give**
- **Allows each of us to be part of the united effort to help, and United Way will determine where your funds have the greatest impact**
- **Every donation no matter what the size makes a difference and our collective efforts helps us reach the \$950k community goal!**