

United
Way



United Way Tar River Region



ANNUAL REPORT



2020-2021 | Quarantine Edition

Table of Contents

MISSION

We unite people and resources to build a stronger community.

VISION

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.

3 Introduction

Message from the Board Chair & Executive Director
2020-2021 Board of Directors

4 Financial Highlights

Financial Summary for the Year Ended June 2020

5 Recognition

Workplace Campaigns and Corporate/Foundation recognition

6 Campaign Highlights and Awards

Collection of campaign activities and award recognition

9 Landmark Leadership Foundation

Members of the Tocqueville Society, Nashcombe Circle, Tar River Circle, Coastal Plain Circle, Gateway Circle

15 Reflections

2020-21 Reflections on United Way activities & events

17 The Annual Community Impact Report Begins

18 Our Community/Our Impact

A local community snapshot and Our impact in the community through Education, Health & Income programs

20 Community Development & Initiatives

Emergency Food & Shelter Program, NC 2-1-1, SingleCare, COVID-19 Relief, NC Sweet Potato Event

22 COVID-19 Relief

Our impact through the COVID-19 Relief Fund

23 NC Governor's Volunteer Awards Program

Recognition of 2020 & 2021 Award Recipients

Introduction

A Letter from Our Leadership

Dear Friends,

United Way Tar River Region has been working in our community for 70 years improving the quality of life for local citizens, friends and neighbors. We thank all who joined in fundraising efforts to help thousands throughout our local community, all who helped with COVID-19 support, and all who work tirelessly in our community to make a difference in the lives of others.

By focusing funding on our communities' most pressing needs in the areas of Education, Health, and Income & Independence, United Way encourages self-sufficiency and enhanced quality of life. We live our organizational values of integrity, diversity, excellence, accountability, leadership and solutions each day. We are focused on our strategic goal to drive positive community change by tackling some of our greatest challenges. By funding 35 community-based health and human service programs in partnership with 24 nonprofit partners, over 300 volunteers and over 10,000 donors, United Way Tar River Region and our network of amazing partners positively impact thousands of lives each year in Edgecombe and Nash counties.

United Way Tar River Region is dedicated to our mission to unite people and resources to build a stronger community. During its history, United Way Tar River Region has raised and invested well over 50 million dollars into our local community with the ultimate goal of higher quality of life for all.

We are reminded of a quote by Kathy Calvin, "Giving is not just about a donation, but it's about making a difference!" Because of supporters like you, we are able to sustain vital programs for people in need. As always, thank you for your generosity and continued support. LIVE UNITED.

Best Wishes,



JONATHAN BOONE
2020-21 Board Chairperson



GINNY MOHRBUTTER
Executive Director



2020-2021 BOARD OF DIRECTORS

Jonathan Boone,
Nash County Government
2020-21 Board Chairperson

Sammy Anderson,
Fountain, Roberson, Anderson Insurance Agency, Inc.
Cleveland "Clee" Atkinson,
Edgecombe County Sheriff
Julie Baggett, *Rocky Mount Mills/CBC*
Robert (Bob) Boyd, *Retired - Cummins-RMEP*
Dr. Valerie Bridges,
Edgecombe County Public Schools
Michele Cherry, *Vidant Edgecombe Hospital*
Robert Covington,
Retired - Universal Leaf North America
Tracy Crenshaw, *Carolinas Gateway Partnership*
Lindsay Efird, *Universal Leaf North America*
Dr. Steve Ellis, *Nash County Public Schools*
Tim Engelking, *Cummins-RMEP*
Gerry Felton, *PNC Bank*
Angela Gailliard, *Word Tabernacle Church*
Alane Gordon-Bray, *Mental Health Counselor*
Natasha Hampton, *City of Rocky Mount*
Dr. Lew Hunnicutt, *Nash Community College*
Gwen Hyman, *Edgecombe Community College*
Zee Lamb, *Nash County Government*
David Lavelly, *Envolve Vision*
Jacquelyn Lewis, *CloudWyze*
Dave Masters, *LS Tractor*
Dr. Gregory McLeod,
Edgecombe Community College
Rick McMahan,
Retired-Nash County Public Schools
Chris Miller, *Miller Consulting*
Eric Miller, *Retired - Hospira, Inc.*
Randall Mills, *UPS*
Dr. Haywood Parker, *Truth Tabernacle Ministries*
Kristin Patterson, *First Carolina Bank*
Lee Proctor, *Stifel-Shrago Proctor Group*
Mike Shreves, *Sara Lee Frozen Bakery*
Kirby Slade, *Nash UNC Health Care*
Mike Smith, *Retired- Hospira, Inc.*
Cameron Stallings, *BB&T/Truist*
Christy Taylor, *Express Employment Professionals*
Alex Urquhart, *Battle, Winslow, Scott & Wiley, PA*
Mike Varnell, *Retired-City of Rocky Mount*
Vanessa Whitaker, *Southern Bank*
Ted Whitehurst, *Providence Bank*
Ed Wiley, *Prime Smokehouse & NABS*
Gary Wingfield, *Retired - Cummins-RMEP*
Craig Worthy, *Boddie-Noell Enterprises, Inc.*
Lisa Wright, *Pfizer, Inc.*

Financial Highlights

28.2%

EDUCATION

programs that build successful youth and families.

27.4%

INCOME & INDEPENDENCE

programs that give people hope and tools to live independently.

9.9%

HEALTH

programs that help people manage and prevent chronic physical and mental illnesses.

18.2%

COMMUNITY DEVELOPMENT

NC 2-1-1, Emergency Food and Shelter Program and other community collaboratives.

9.8%

FUNDRAISING

costs associated with providing donors the opportunity to help improve their community.

3.6%

GENERAL & ADMINISTRATION

costs associated with administrative functions

2.9%

DONOR RESTRICTED DONATIONS

dollars restricted by donors for specific programs or charitable organizations.

United Way Tar River Region has celebrated another successful year. Bunch and Company, LLP has given United Way an unmodified opinion on our financial statements for the year ended June 30, 2020. This is a major demonstration of our commitment to ensure the highest level of accountability to our donors and the community at-large.

Workplace Campaign Recognition

Acme United Corporation
Association for Learning Disabled and Handicapped
Berry Global
Boddie-Noell Enterprises, Inc.
Boys & Girls Clubs of the Tar River Region
Bridgestone Americas Tire Operations
Bunch & Company, L.L.P.
C. W. Williams & Co., L.L.C.
Capitol Broadcasting Company, Inc.
Carolina Innovative Food Ingredients, Inc.
Caterpillar, Inc.
Centra Credit Union
CenturyLink
Christian Fellowship Homes of Nash/Edgecombe Counties
City of Rocky Mount
Coastal Credit Union
Communities In Schools of the Rocky Mount Region
Community Medicine Foundation, Inc.
CSX Transportation, Inc.
Cummins-Rocky Mount Engine Plant
Davenport Motor Company
Down East Partnership for Children
Duke Energy Corporation
Dunbar Community Development Club, Inc.
Eastpointe
Edgecombe Community College
Edgecombe County
Edgecombe County Public Schools
Edgecombe County Sheriff's Department
Envolve Vision, Inc.
Express Employment Professionals
First Carolina Bank
Fountain, Roberson, Anderson Insurance Agency, Inc.
Harris Teeter
Hitachi Astemo Greenfield, LLC
IBM Corporation
LS Tractor USA LLC

Manpower of Rocky Mount
Meals On Wheels of Rocky Mount, Inc.
Meals On Wheels of Tarboro, Inc.
Morgan Stanley
My Sister's House, Inc.
Nash Community College
Nash County
Nash County Public Schools
Nash UNC Health Care
Nationwide
New Standard Corporation
Peacemakers of Rocky Mount Incorporated
PNC Bank Inc.
Poyner Spruill LLP
Providence Bank
Rocky Mount Family YMCA, Inc.
Rocky Mount Telegram
RSM US LLP
Sara Lee Frozen Bakery
Southern Bank & Trust Company
Standard Insurance
State Employees Combined Campaign
Stifel, Nicolaus & Company, Incorporated
Strategic Twin-Counties Education Partnership
Tarboro Community Outreach, Inc.
Target
The Carolinas Gateway Partnership, Inc.
Town of Nashville
Town Of Tarboro
Tri County Industries Inc.
Truist Financial
United Bank
United Parcel Service
United Way Tar River Region
Universal Leaf North America U.S., Inc.
Vidant Edgecombe Hospital

Corporate/Foundation Recognition

Amazon Smile Foundation
Blackwell Street Management Co., LLC
Brewer Foods, Inc.
Caterpillar Foundation
Centene Charitable Foundation
First Christian Church
Futrell-Mauldin Community Fund for Greater Rocky Mount
Jim Dickens Printing & Promotional Products, Inc.
Kannon's Clothing
Keihin Carolina System Technology Foundation Inc.
PNC Foundation
Robersonville Physicians, PC
RSM US Foundation
RSS Media Marketing

Scott & Early Painting
The Blood Connection, Inc.
The Boddie-Noell Foundation
The Cummins Foundation
The Duke Energy Foundation
The Hancock Family Limited Partnership
Townsend Family Endowment
Truist Foundation
Truth Tabernacle Ministries, Inc.
United Way Worldwide
Universal Leaf Foundation
Wells Fargo Foundation
Word Tabernacle Church Inc.
Worthy Charitable Giving Fund

Campaign Highlights



Cummins-RMEP

Spirit of North Carolina Awards

The Spirit of North Carolina Award offers United Ways in North Carolina communities an opportunity to honor organizations whose United Way campaigns exemplify the "spirit" of their community. Winners meet specific standards of achievement and are selected by a team of United Way leaders from across the state. United Way of North Carolina leads the award nomination and judging process and presents the award annually. Our 2021 Spirit of NC Award recipients were Cummins-Rocky Mount Engine Plant, City of Rocky Mount, Nash County Government, Boddie-Noell Enterprises and Envolve (not pictured),

Campaign Volunteers

Our office/campaign volunteers make it easier for Campaign Coordinators to disseminate campaign materials to over 15,000 employees throughout the Twin-County region. Pictured (l to r) Annette Coggins, Don Coggins and Darlene Smith.



Nash County Government

Nash County Government employees were very creative in their fundraising efforts. County Manager, Zee Lamb, agreed to dress up as "Buddy the Elf" if the employees reached their campaign goal.



City of Rocky Mount



Nash County Government



Boddie-Noell Enterprises



GRAND PRIZE CAR GIVEAWAY

Our Grand Prize Event, sponsored by Davenport Autopark, generated great excitement as the names of finalists were drawn during both events. Special thanks to United Way Board Director Alex Urquhart for overseeing the random selection process. Our 2020 Winner was Barden Winstead, Jr. of Stifel Nicolaus and 2021 Winner was Loretta Woodard of Cummins-RMEP.

Campaign Highlights continues

APPRECIATION PATROL AWARDS

These awards are based on at least \$30 per employee giving and 25% participation during the 2020 campaign season. Each recipient received an award and an on-site visit from United Way representatives during our Appreciation Patrol. It is our chance to give an extra “thank you” for their continued support of United Way and our community.



(l to r) Communities In Schools of the Rocky Mount Region, RSM, UPS, Boddie-Noell Enterprises, Rocky Mount Family YMCA



(l to r) Stifel, Nash County Government, Boys & Girls Clubs of the Tar River Region, Bunch & Co, LLP



(l to r) First Carolina Bank, Meals on Wheels of Rocky Mount, Cummins-Rocky Mount Engine Plant, Providence Bank



(l to r) Standard Insurance Co, ALDH, Fountain, Roberson, & Anderson Insurance Agency, VOICE, Southern Bank, Tarboro Community Outreach

2020 Landmark Leadership

Members of the Landmark-Leadership Foundation are those individuals who contribute \$500 or more towards the United Way Tar River Region campaign. Each Leadership donor possesses a compassionate spirit and a desire to take action. The result of their investments is a caring community that is resilient in the face of change and responsive to new challenges. The members of the Leadership Circles are committed individuals who give graciously to our community. They are leaders who possess true generosity and a commitment to today's challenges.

ALEXIS DE TOCQUEVILLE SOCIETY

\$10,000 +

Anonymous (1)

Eugenie Komives

Dave & Tessie Lavelly

Susan D. Ballentine

William A. Benbow

B. Mayo Boddie, Jr.

Bill & Kim Boddie

Jonathan & Paula Boone

Dylan Brian Bunch

Bill & Janet Carver

Kevin J. Clark

Robert & Adrienne Covington

Robbie & Paige Davis

Ron Day

Mahlon W. DeLoatch, Jr.

Nathan P. Ehnot

Randy & Linda Evans

Gerry & Susan Felton

Frances A. Gaither

Michael Grover

Ernestine E. Hall

James L. Hight

Theodore Hudson

Mr. & Mrs. Kenneth W. Huntrer

Rhonda W. Jordan

Dan & Allison Kirkpatrick

Zee & Nancy Lamb

Cassie Lighton

Juan Marrero

Patricia J. Mauldin

Rick & Shirley McMahon

Debra Medlin

Chris & Eric Miller

Ginny & Trent Mohrbutter

Haywood Parker

Henry & Lynn Parrish

Darren M. Rowley

Jody Smith

Michael E. & Darlene R. Smith

Samuel L. Spruill, Jr.

Warren & Debbie Stephenson

Sherry A. Thompson

Leroy Toney, Sr. & Rochelle D.

Small-Toney

John E. Tracey

Millie & Bill Walker

Ted & Dawn Whitehurst

Ed Wiley III & Yalem Kiros

Don & Eileen Williams

Gary & Beth Wingfield

Molly & Barden Winstead

Sue & Sam Woodley

Tom & Kim Zdebiak

THE NASHCOMBE CIRCLE

\$5,000 - \$9,999

Thomas G. Dill

THE TAR RIVER CIRCLE

\$2,500 - \$4,999

Anonymous (3)

Doug Anderson

Michael W. Boddie

Cindy & Craig Worthy

Mike & Bryan Hancock

Jesica Mendez

Tom & Bridget Rogers

THE COASTAL PLAIN CIRCLE

\$1,000 - \$2,499

Anonymous (9)

THE GATEWAY CIRCLE

\$500 - \$999

Anonymous (29)

Jerry Allsbrook & Cat Rudd

L. Britt Allsbrook

Joshua M. Anderson

Zachary Michael Anderson

Jennifer R. Arrington

Marvin C. Arrington

Miranda Ashley

Jennifer A. Avent

Chris A. Battle

Rachel Battle

Mary M. Bellamy

Brenton Bent

Nancy D. Blount

Nathaniel Bunn Boddie

Mona L. Booth

Kevin & Debra Boudreau

Bob & Sue Boyd

Kristen D. Brabble

Marvin S. Braswell

Nancy B. Brinkley

Wayne & Angela Bryant

Wade Burton

Allan & Harriet Buss

Larry L. Bynum

Donna S. Cameron

Gregory S. Camp

Courtney Cantrell

Jesus Capitanachi

Tammie L. Clark

Kena M. Cofield Jones

Maxie Thomas Coker, Jr.

Carol Cooper

Tracy Crenshaw

Matthew Joseph Daly

Elton Daniels

Michelle & Alan Davis

Victor L. Davis

Mark Drier

Gloria Dunn

Joel A. Dunn

Tim & Jennifer Engelking

Zammer L. Erving

Sarai D. Finley

Karl J. Fisher

Willie & Katherine Flowers

Sonny & Pell Foster

Shirley A. Furcron

Kamalakaran Ganapathy

Nick Gaston, Jr.

Louis N. Gay, III

Paul William Gilbert

Jim Glosser

James H. Harrison

Paul W. Hawkins

Mark A. Henderson

Janie W. Herring

Kenneth Otto Hibbler

Daniel & Carmen Hope

Robin A. Hundley

Lew Hunnicutt

John Calvin Jackson

Stanley A. Johndrow

Tammy Jones

Laura L. Joyner

Melissa D. Joyner

Tamika Joyner

John & Diane Judd

Brad Kerr

David Keul

Nancy Knight

Priscilla A. Knight

Daniel J. Kraszeski

Robert H. Ladd, III

John R. League

Debra Lee

Andrew J. Lewis

Jeanne Locke

Liz & Ted Lord

Larry Lynch

Rodney Lynch

James C. Marrow, Jr.

Donald R. McFarlin

Petronia W. McKinney

Brandon Medina

Corey C. Mercer

Xiujual Meyer

Edna E. Mitchell

Ronnie T. Mitchell

Bonnie L. Moore

Mark A. Moore

Manny Morales

Patricia S. Morales

Cheryl Morreim

Landmark Leadership continues...

Shea B. Neal
Tony & Jacqueline Parker
Jorge Perdomo
Ken Pierce
Annese L. Pittman
Vanette W. Pope
Denice Powell
Paul L. Powell
Mr. & Mrs. Russell L. Proctor, III
Tom & Susan Rackley
Dexter L. Randolph
Jason Rapuano
Jim & Lisa Reid
Donna H. Reynolds
Bonnie Richardson
D. Scott Rogers
Lori D. Rogers
Carolina Roofing and Siding
Robert Schmidt
David & Misty Schmitt
Kati L. Sessoms
Keith R. Sharpe
Latisha N. Sharpe
Stacie Shatzar
Landon E. Shuff, Jr.

Nicholas K. Silver
Jasmine Smith
Sharron L. Smith
Summer Stafford
Barbara D. Stallings
Amy G. Staton
J. Buckley Strandberg
Darryl V. Strother
Allan Thompson
Brack & Anne Townsend
Kathy A. Trusch
Alexander Urquhart
Mike Varnell
Robert D. Wagner
Karen Washington
Ronelle M. Washington
George G. & Beezie A.
Whitaker
Vanessa Whitaker
Carolyn J. Wilkins
Scott Wingfield
Rip & Jane Woodin
Mike Worsham
Gregory K. Wright
Kelvin & Cheryl Yarrell

MEMORIAL AND HONORARY CONTRIBUTIONS

In Honor of

George & Jen Wike-Huger

In Memory of

Janice Gravely

Lillian Kirkland

Harry Joseph McMahon

Isaac Smith, Jr.

Churchill Buck Young

As of December 31, 2020, every effort has been made to verify information for accuracy and completeness for this list of donors to the United Way Tar River Region for the 2020 Campaign. We sincerely apologize if we omitted your name or if your name is listed incorrectly. Please note that some donors have elected to remain anonymous. Please contact the United Way office at 252.937.2213, and we will be happy to make any corrections and include them in our next year's annual report.

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Thomas G. Dill
Mike & Bryan Hancock
Debra Medlin
Ted & Dawn Whitehurst
Celeste & Will Pittman
Cindy & Craig Worthy

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L. Britt Allsbrook
Susan D. Ballentine
William A. Benbow
B. Mayo Boddie, Jr.
Bill & Kim Boddie
Jonathan & Paula Boone
Kristen D. Brabble
Dylan Brian Bunch
Allan & Harriet Buss
Donna S. & Dan R. Cameron
Kevin J. Clark
Robbie & Paige Davis
William Dawkins
Ron Day
Sandeep Degala
Mahlon W. DeLoatch, Jr.
Denaide M. Dickens
H. Marie Easley
Randy & Linda Evans
Bruce & Sarah Fairbarin
Gerry & Susan Felton
Frances A. Gaither

John R. Hall
James L. Hight
Vel & Sam Johnson
Rhonda W. Jordan
Marzena T. Laszewski
Rick & Shirley McMahan
Chris & Eric Miller
Ginny & Trent Mohrbutter
Patricia S. Morales
Haywood Parker
Henry & Lynn Parrish
Jody Smith
Michael E. & Darlene R. Smith
Warren & Debbie Stephenson
Sherry A. Thompson
Leroy Toney, Sr. & Rochelle D.
Small-Toney
Brack & Anne Townsend
John E. Tracey
Millie & Bill Walker
Molly & Barden Winstead
Sue & Sam Woodley
Mike Worsham
Tom & Kim Zdebiak

THE GATEWAY CIRCLE

\$500 - \$999

Anonymous (72)

Jerry Allsbrook & Cat Rudd

Joshua M. Anderson

Lillie & David Anderson

Zachary Michael Anderson

Marvin C. Arrington

Miranda Ashley

Jennifer A. Avent

Julie A. Baggett

Chris A. Battle

Rachel Battle

Mr. & Mrs. Fred Belfield

Mary M. Bellamy

Brenton Bent

Nancy D. Blount

Nathaniel Bunn Boddie

Mona L. Booth

Kevin & Debra Boudreau

Marvin S. Braswell

Wade Burton

Larry L. Bynum

Ricardo Camargo Lemus

Gregory S. Camp

Justin L. Chandler

Zachary D. Clayton

Kena Cofield Jones

Maxie Thomas Coker, Jr.

Kelly L. Cook

Robert & Adrienne

Covington

Tracy Crenshaw

Carlton Cutchin

Matthew Joseph Daly

Elton R. Daniels

Janeen M. Daniels

Michelle & Alan Davis

Victor L. Davis

John Denton

Niecyl Dietz

Gloria Dunn

Joel A. Dunn

G. Vincent Durham, Jr.

Ralph & Susan Emerson

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Zammer L. Erving

Sarai D. Finley

Karl J. Fisher

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Nekuelia Freeman

Shirley A. Furcron

Kamalakannan Ganapathy

Nick Gaston, Jr.

Louis N. Gay, III

Paul William Gilbert

Lisa D. R. Gimber

Jim Glosser

Jeremy E. Green

Ron D. Green

Crystal Gwynn

Thomas V. Harris

Paul W. Hawkins

Mark A. Henderson

Janie W. Herring

Kenneth Otto Hibbler

Phyllis Hinton

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Sandra L. Holloman

Daniel & Carmen Hope

Doris A. Howington

Robin A. Hundley

John Calvin Jackson

Stanley A. Johndrow

Archie M. Jones

Carl Jones

Scott Jones

Tammy Jones

Laura L. Joyner

Melissa D. Joyner

Tamika Joyner

John & Diane Judd

Gary Keffer

Brad Kerr

David Keul

Deloris D. Knight

Nancy Knight

Priscilla A. Knight

Ravi K. Kota

Daniel J. Kraszeski

Robert H. Ladd, III

Zee & Nancy Lamb

Tim Lane

Debra Lanham

John R. League

Debra Lee

Andrew J. Lewis

Jacquelyn M. Lewis

Denise P. Long
Liz & Ted Lord
Larry Lynch
Rodney Lynch
Bradley Magoon
James C. Marrow, Jr.
Patricia J. Mauldin
William J. McArthur
Donald R. McFarlin
Brandon Medina
Teresa H. Medlin
Andre Meeks
Corey Mercer
Michael Mills
Edna E. Mitchell
Ronnie T. Mitchell
Bonnie L. Moore
Mark A. Moore
Manny Morales
Winfred Moss
Shea B. Neal
Timothy J. Nicol
LaNail D. O`Neil
Jorge Perdomo
Ken Pierce
Brenda D. Pittman

Savalas Pittman
Vanette W. Pope
Mr. & Mrs. Russell L.
Proctor, III
Tom & Susan Rackley
Donna H. Reynolds
David E. Richardson
Deronde S. Richardson
D. Scott Rogers
Lori D. Rogers
Kendrayl G. Scott
Kati L. Sessoms
Latisha N. Sharpe
Stacie Shatzar
Tommy Shields
Monique S. Silver
Nicholas K. Silver
Terry W. Slayton
Sharron L. Smith
Summer Stafford
Barbara D. Stallings
W. Douglas Starr
J. Buckley Strandberg
Mary E. & Mike Strickland
Darryl V. Strother
Laurel S. Strutton

Allan Thompson
Davis Torris
Kathy A. Trusch
Alexander Urquhart
Robert D. Wagner
Sheila Wallace
Ronelle M. Washington
George G. & Beezie A.
Whitaker
Carolyn J. Wilkins
Don & Eileen Williams
Gregory K. Wright
Cheryl & Kelvin Yarrell

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In Honor of

William and Anne Tillery

In Memory of

Linda T. Skojec
Martin J. Skojec
Isaac Smith, Jr.

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Reflections

The Beginning of a Beautiful Partnership

United Way began partnering with Ripe Revival, a company whose mission is to find innovative ways to use farmer's "excess" to create simple and healthy foods for consumers. Through this partnership, United Way was able to provide hundreds of food boxes to various nonprofits throughout Nash & Edgecombe Counties.



Annual Community Champions' Luncheon

Various individuals, companies and organizations were highlighted during United Way's inaugural Virtual Community Champions' Luncheon. United Way donors, volunteers and supporters were also given special recognition. Special thanks to our event sponsors...

Champion Sponsors: Word Tabernacle Church & The Impact Center, Truth Tabernacle Ministries and Cummins-Rocky Mount Engine Plant

Big Heart Sponsor: Robert & Adrienne Covington

Cheer Sponsor: Mike and Darlene Smith

Appreciation Sponsors: Fountain, Roberson, Anderson Insurance Agency, Inc. Trent & Ginny Mohrbutter



Reflections continued...

Poyner Spruill LLC



First Christian Church



CHECK PRESENTATIONS TO UNITED WAY

Annually, generous donations from many individuals and companies allow United Way to address the most pressing needs throughout our local community.

During the COVID-19 pandemic the needs were greater than ever. In partnership with local organizations, United Way led the charge to create a Relief Fund to support those impacted by the pandemic. The fund addressed urgent needs in feeding, housing, individual/family stability, childcare, as well as, youth, special populations support.

Also, during this challenging time, many were reminded of the extreme importance of United Way being in our community; the need for a backbone organization that supports local nonprofits and thousands throughout the community.

*Pictured (top to bottom)
Donation received from Poyner Spruill LLC for COVID-19 Relief Fund and First Christian Church check presentations toward Corporate Drive.*

United Way Tar River Legacy Endowment

In 2020, we introduced a NEW opportunity to support our community through the **United Way Tar River Legacy Endowment**, which serves as a perpetual source of support for the organization and our mission. The growth of this fund contributes to the resilience and financial sustainability of our United Way. You can ensure the continuation of our mission in many ways: your gift or pledge to the fund; your gifts in memory or in honor of friends and family; or your thoughtfully planned bequest. All contributions support our goal to build a strong endowment for the future, and in turn, to support quality of life for our citizens. The Endowment is professionally managed by the North Carolina Community Foundation, and all gifts are tax-deductible to the fullest extent allowed by law.

2021

THE COMMUNITY IMPACT REPORT



Our Community

POPULATION 143,870

12.4% PEOPLE WITHOUT HEALTH INSURANCE, UNDER AGE 65

37.9% OBESITY RATE

84.8% GRADUATION RATE

68% BELOW GRADE LEVEL IN READING/LANGUAGE ARTS

25,935 LIVING BELOW POVERTY

3,206 UNEMPLOYED

*Data sources: Bureau of Labor Statistics, EdNC, Nash County Government, Open Data Network, Public School Review, United States Census Bureau, U.S. News & World Report

HEALTH

By making it easier for people to access substance abuse programs, receive quality health care and access nutritious foods, we're fighting to help everyone get—and stay—healthy.

\$111,481 INVESTED

2,232

PEOPLE IMPROVED THEIR PHYSICAL AND MENTAL HEALTH

EDUCATION

Success in life is enhanced with quality educational opportunities. Through United Way programs, thousands of children and families were given the support they need to strengthen their literacy, stay on track in school, graduate high school and find a career.

\$316,647 INVESTED

5,720

YOUTH AND FAMILIES WERE EMPOWERED

INCOME & INDEPENDENCE

United Way is promoting self-sufficiency by tackling food insecurities, homelessness, financial challenges and other personal barriers to improve the quality of life for individuals and families throughout our local communities.

\$307,487 INVESTED

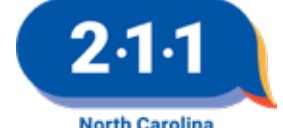
52,591

PEOPLE RECEIVED TOOLS NEEDED TO FIGHT POVERTY

Our Impact



Community Development & Initiatives



Get Help! 2-1-1 is an easy-to-remember and universally recognizable telephone number that connects people in need with information and assistance through referral to community services and providers. Available 24-hours per day/ 365 days per year, United Way Tar River Region's NC 2-1-1 call volume averages 291 calls per month, plus the United Way Tar River Region office directly receives additional resource calls. A total of 3,502 calls were made during the fiscal year of July 2020 to June 30, 2021. Anyone can also get real-time, searchable data in a single-to-use format by visiting www.211counts.org which can be a useful tool to assist in writing grants, developing policy, or having conversation about local community needs. Simply call: 2-1-1 or visit: www.nc211.org.

Fiscal Year July 2020 - June 2021 for Nash & Edgecombe Counties

Housing & Shelter	42.8%	Shelters	9.8%
Food	3.9%	Low-cost housing	19.6%
Utilities	26.9%	Home repair/ maintenance	3.8%
Healthcare & COVID-19	5.3%	Rent assistance	59.9%
Mental Health & Addictions	1.0%	Mortgage assistance	2.4%
Employment & Income	2.4%	Landlord/ tenant issues	4.4%
Clothing & Household	1.1%	Contacts	<1%
Child Care & Parenting	<1%	Other housing & shelter	0%
Government & Legal	2.5%		
Transportation Assistance	<1%		
Education	<1%		
Disaster	1.1%		
Other	11.6%		
Total for top requests	100%		

0 = No requests made
Not Available = Data not collected
Some requests are only computed at the category level

Emergency Food & Shelter Program

Our United Way continues to serve as the administrator for the National Emergency Food and Shelter Program (EFSP). The EFSP is a Federal program administered by the U.S. Department of Homeland Security's Federal Emergency Management Agency. Funding is based on unemployment and poverty rates in our community and helps provide essential emergency food and shelter, and Nash & Edgecombe counties were awarded \$232,197 for Phase 37, Phase 38 & Phase CARES. The EFSP Advisory Board, with Board Chair, Warren Stephenson, oversaw the distribution of these funds to community Local Recipient Agencies that include: A Touch of the Father's Love, Christian Fellowship Home, Michael's Angels Girls Club, My Sister's House, Nash Edgecombe Economic Development, Inc. (NEED), The REACH Center, Ripple Effects, St. Andrews Church, Tarboro Community Outreach, The Mercer Foundation, The Salvation Army, Truth Foundational Ministries, United Community Ministries.



Fiscal Year July 2020 - June 2021

Total Rx Savings	Total People Helped
Nationwide	
\$223,888,046	2,478,957
State (NC)	
\$11,198,339	116,945
United Way Tar River Region	
\$246,932	2,202

SingleCare (formerly FamilyWize) partners with United Way and 211 to help people afford much-needed prescription medications so they can live happy, health lives. With prescription savings cards, SingleCare is helping individuals who are uninsured, underinsured, or insured by high deductible plans save up to 80% on prescription medications. Since 2005, SingleCare has helped over 21 million people save more than \$2 billion on prescription drug costs.

Community Partnership

In 2021, the North Carolina SweetPotato Commission (NCSPC) announced their partnership with Ripe Revival, Harrison Family YMCA and United Way to host a first of its kind after-school event. The NCSPC crafted an afternoon of fun for children in which they learned all about everyone's favorite orange superfood.

Hosted at the Harrison Family YMCA, activities focused primarily on sweetpotatoes and included stations featuring information about careers in agriculture, sweetpotato art, and general fun facts about NC sweetpotatoes. Children also had a chance to taste and enjoy a smoothie recipe using NC sweetpotatoes and discuss their powerful nutrition led by Ripe Revival's onsite Registered Dietitian, Sarah Hester MS, RD. And to the delight of children in attendance, the NCSPC's very own mascot, Spencer Sweetpotato, also made an appearance.



COVID-19 Relief

Many would agree that 2020 and 2021 were tumultuous years; with the COVID-19 pandemic, skyrocketing death rate and economic struggle of working class families. Through it all, our local United Way has been a beacon of light for our community in many aspects.

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 nonprofit 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.



CARING

individuals and
businesses



\$142,050

invested in our COVID-19
Fund to help local citizens



30,758

children and adult lives
improved in our community
through 49 Programs

"We truly appreciate your commitment to help our organization focus on emergency childcare and food distribution for vulnerable populations in the Tar River Region. With your help, we served numerous families and children in the last 3 months...we could not have done this without you all! Thank you." - Harrison Family YMCA

"...Today, I talked with one of our Seniors. She was telling me every time she cooks a meal with the food that we bring on Fridays, tears roll down her face. WOW! So this is a shoutout and a reminder to everyone who puts boxes together, fills boxes, loads and delivers boxes...this Senior appreciates the food box." -Ripple Effects

NC Governor's Volunteer Award



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. Any person, group, or entity from the public, non-profit and private sector may be nominated for an award to their county award coordinator. County award coordinators submit their top 10 volunteer nominations per county. There are categories for the type of nominee (senior, youth, faith-based, family, group, business, etc.). Additional categories are based upon the area of service (animal, environmental, disaster, youth, preservation, etc.). County recommendations are reviewed by the Commission and awards are given out in the counties.

The Governor's Medallion Award for Volunteer Service was implemented in 2006 to recognize the top 20-25 volunteers in the state. Medallion recipients are nominated at the county level by the county award coordinator. Only one Medallion nomination is permitted per county. A statewide panel reviews and evaluates all these nominations to determine the award recipients. Medallion Award recipients are honored at an annual recognition ceremony. The medallion is placed around the neck to signify the volunteer's great service to the community.

In July 2021, United Way hosted a reception to honor the local recipients of the NC Governors' Volunteer Service Awards. The recipients were Dr. Marilyn Malloy Jackson, 2020 Recipient, Kelly Spivey, 2021 Edgecombe Recipient, Delois Mercer, 2021 Nash Recipient, and Nancy Jones Taylor, 2021 Medallion Recipient

UNITED
WAY
4
EQUITY

United Way Tar River Region Equity & Inclusion Statement

The United Way Tar River Region exists to unite people and build a stronger community and has done so throughout its long-standing history. We recognize that structural and systemic racism, ethnic discrimination, and other forms of oppression have contributed to racial disparities and inequities experienced in our nation and local community. We understand that the very nature of inequality runs antithetical to our vision and mission. We commit to upholding equity as part of our core values as we engage in our work to fulfil our mission of being champions for all people in the community and in our work of uniting people and resources.

Therefore, we seek to remove structural barriers, dismantle disparities, and eliminate inequities by working collaboratively with public and private partners to create solutions that ensure everyone has the resources, support, opportunities, and networks they need to thrive.

As such, the United Way Tar River Region will continue to champion justice and fairness, and seek to create a more equitable community by:

- Looking introspectively into our own systems of functioning and how we help our community by identifying our own vulnerabilities that may unintentionally perpetuate inequities in our processes, practices, and procedures;
- Continuing to hold a position of respect for all people regardless of race, creed, color, gender, orientation, socio-economic status, etc. To the United Way, respect means that we value all people as being sacred creation, we are inclusive of all in our thought processes and decision making, and we promote policies, practices, and procedures that work to the betterment of all;
- Ensuring that our network of agencies comply with our stance of justice, fairness, and equity for all. Therefore, we call on all of our agencies and partners to stand bold and strong as an ally to those targeted with racist practices, and unjust policies, and those whose voices are marginalized and silenced as a result of not having access to power, privilege, and equal resources in our community.

We see our work as the following:

- To be aware of our privileges and our power and to use that power and privilege to lift up all as we have opportunity;
- To listen before we speak and seek to understand the pain and the plight of others;
- To reflect on what we have heard and why someone may feel unheard;
- To speak up boldly and overtly against racism and all other discriminatory practices that divide and separate.

The United Way Tar River Region recognizes that the work is ongoing, challenging, and tiring, but we are committed to participate in the long journey of change in our community and in the relentless work of demanding justice, equity, fairness, and inclusion for all.

As such, we have formed a working committee that will follow through on our action steps, provide regular updates to our Board of Directors, and ensure that our work is sustained and consistent with our commitment to LIVE UNITED.



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