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ANNUAL REPORT



Rowan County

REFLECTION FROM OUR BOARD PRESIDENT

In January of 2022, I challenged the Rowan County United Way board and community members to think differently about the work of our United Way and to embrace change and innovative strategies to solve the complex challenges we would encounter in the upcoming year. The last year has certainly been full of challenges, but we have boldly met those challenges in new and unique ways.

I believe deeply that innovation sits at the nexus of diverse perspectives. The diversity of our board and their perspectives is paramount to our success in solving real challenges in Rowan County. Over the past twelve months, we have developed innovative practices to counter challenging situations in our community - whether it be the implementation of our first ever major gift giving initiative or establishing a long-term vision of United Way as a community hub for non-profits. For each of these new and innovative approaches our board and staff have provided valuable leadership and support. This year, like those in recent history have also provided challenges for workplace giving and the annual campaign. Through innovative approaches, a can-do attitude, and a few musical bars we have again run a successful annual campaign. We all owe a very special thank you to Micah Ennis, the campaign chair, and the campaign cabinet who led our campaign this year.

The work of the Rowan County United Way is not possible without the strong leadership and work of our dedicated staff members. This year's new initiatives and innovations required additional time and out-of-the-box thinking by our staff members. On behalf of our board and community – thank you to our United Way staff members – Shuntale, Tara, Melissa, Audrey, and Jenny.

Dr. Andrew Smith



FRIENDS OF UNITED WAY

These companies and individuals go above and beyond their customary corporate and individual support to provide gift cards, in-kind services and use of their facilities so contributions can be applied towards programmatic services.

Catawba College
Cheerwine
Chef Michael Turner
Cherrathee Hager
Cork and Barrel Store
First Presbyterian Church
F&M Bank
Healthy Rowan
Jon Lakey

Miller Davis Agency
Rowan County Department of Social Services
Salisbury Police Department
Salisbury Post
Sidewalk Deli
St. John's Lutheran Church
Uwharrie Dash
David Whisenant/WBTV

FEMA IN ROWAN COUNTY

Phase 39 FEMA Local Recipient Organizations were Capstone Recovery Center, Family Crisis Council, Rowan Helping Ministries and The Salvation Army. Each of these agencies received money to support the following direct services:

Mass Shelter (\$28,091), Served Meals (\$1,775), Food (\$810), Rent/Mortgage (\$19,000) and Utilities (\$6,000).

For ARPA-R, direct services include: Mass Shelter (38,500), Served Meals (\$10,681), Food (\$11,650), Rent/Mortgage (\$67,000) and Utilities (\$15,000). In addition to the above agencies, Meals on Wheels received funding in this phase.

YOUR INVESTMENT (2020-2022)



\$1,006,000
Mental Health



\$991,000
Substance Use



\$495,000
Healthy Lifestyle Behaviors



\$572,000
Basic Needs



**Whole
Hearted
Harmony**

2022-2023 CAMPAIGN



What a remarkable year it has been! It has been an absolute delight serving as your 2022-2023 Rowan County United Way Campaign Chair. And it was a pure joy because of you. Yep. **YOU**.

YOU offered your talent, time, money, and connections in whatever measure you were able. **YOU** informed those within earshot of the critical needs in Rowan County and about the funded services aimed at meeting these needs. **YOU** opened your hearts and ministered lovingly and kindly to one another and our community. These whole hearted gifts we give are the seeds of the harmony we talked about throughout the campaign.

THANK YOU for entrusting me with the leadership of this joy-filled campaign, and **THANK YOU** for your embodiment of whole hearted harmony that unites our Rowan. You make my heart sing!

Micah Ennis

\$1,292,727 RAISED TOGETHER



AUTO GIVEAWAY

Teamwork between several local car dealers including **Ben Mynatt Nissan, Cloninger Ford Toyota, Gerry Wood Auto Group and Team Auto Group** allowed contributors to have an opportunity to win **\$25,000** to put towards the purchase of a brand new vehicle.

Susan Thomas, from Rowan-Cabarrus YMCA, won a vehicle from Cloninger Ford Toyota.

THANK YOU TO OUR LOCAL CAR DEALERSHIPS



On October 8, 2022 the fourth Into The Light Suicide and Mental Health Awareness Walk was held with the lead sponsors, Innospec and Vaya Health.

Funds raised through the event will support local, accessible mental health treatment programs and services. Plans are underway for the 2023 walk which will be held on Saturday, October 14th.

\$12,791 RAISED

90 PARTICIPANTS

Other sponsors: Cheerwine, Catawba College, David Post, Novant Health, One Love Periodic Services, Inc., Rowan County Public Health, Elevation Church, Busy & Webb Orthodontics, Patterson Farm, Blue Bears Touchdown Club, Wideman's Family Catering and Uwharrie Dash.





Each year in Rowan County the US Postal Service Letter Carriers' team up with United Way for a food drive on the second Saturday in May. On Saturday, May 14, we were able to distribute thousands of pounds of food for The Salvation Army and Rowan Helping Ministries.

ALMOST 10,000 LBS COLLECTED



298
FAMILIES
SERVED

645
CHILDREN RECEIVED
TOYS, FOOD AND CLOTHING

The Christmas Bureau, a partnership of Rowan County United Way, is a three day event that brings together volunteers, agencies and people in need by taking applications for the county's main Christmas assistance programs: Salisbury Post's Christmas Happiness, The Salvation Army's Angel Tree and Project Santa. The Christmas Bureau took applications on October 28, 29 and November 5 at the JF Hurley YMCA.

The purpose of the Christmas Bureau is to qualify families through a uniform application efficiently and effectively. This allows each agency to administer their programs independently knowing there will not be duplication of service.

Rowan County United Way, Salisbury Post through Christmas Happiness, ApSeed, YMCA of Rowan County, The Salvation Army and Project Santa worked together to refer families for Christmas assistance through local organizations.



Rowan County United Way's 23rd "Day of Caring" event was held on Thursday, June 9.

125 volunteers completed needed landscaping, construction and painting for low-income Rowan County homeowners and local nonprofit organizations.

**12 NONPROFIT ORGANIZATIONS AND
2 LOW-INCOME HOMEOWNERS ASSISTED**

The event was sponsored by Blanche & Julian Foundation, Cheerwine, Chandler Concrete, F&M Bank, Godley's Garden Center, Lil Shaver's, Novant Health-Rowan, PPG Paint, Rowan County Government, Subway, Vulcan Materials Company and YMCA. Rowan Rotary Club provided breakfast for volunteers.

The day proved to be worthwhile as volunteers learned more about the agencies and enabled low-income homeowners to stay in their homes by providing necessary repairs.



5,698 TOTAL VOLUNTEER HOURS

On January 12, 2023, United Way in conjunction with the Rowan Rotary Club, Cheerwine, Catawba College, Livingstone College and RCCC, held their 26th Service Above Self Youth Awards.

These awards were created to honor the youth in our community that give to others through their volunteer work. Catawba and Livingstone College offered **\$60,000** worth of scholarships to one middle and three high school winners. RCCC offered two **\$1,000** scholarships to one middle and one high school winner. Individual winners received gift cards with a matching monetary award going to the school or nonprofit that nominated them. Group and school winners received monetary awards as well.

There were **85** nominations, both individual and groups.



Winner from South Rowan High, Brian Hickman, taught foster children pickleball.

NONPROFIT MANAGEMENT WORKSHOPS

Throughout the year, we provided a series of free nonprofit management workshops with the help of Louis Fawcett, President of NANO (National Association of Nonprofit Organizations & Executives). Nearly 20 local nonprofit organizations were given useful information and tools to implement for success on the following topics:

MAJOR GIFT FUNDRAISING

DONOR PORTFOLIOS

BOARD DEVELOPMENT



OVER \$200,000 RAISED

Together, we were able to raise **\$201,000** at our evening fundraiser on Thursday, October 20. We were honored to have service recipients share their impactful stories and present awards to our community members who make a difference in our community: Ashley Creek, Elia Gegorek, Terry Osborne and Julian Robertson (Accepted by Jason Walser on behalf of the Robertson family)

Dollars donated will go towards our Heartbeat Campaign which supports funded programs as well as "The Hub", a new way to bring local businesses, organizations and individuals together to come up with the best ways to help others.

Award recipients were given artwork created by the winners of our art contest for Rowan-Salisbury School high school students. All winners are Jesse C Carson High School students from Mrs. Summerlin's art class: Bree Whittington, Macy Jaynes and Valerie Jordan.

LEADERSHIP GIVING CIRCLE

The United Way **Leadership Giving Circle** is a program for individuals giving a yearly contribution of **\$600** or more. It currently has **243** members. Their gifts total **\$504,083** with an average gift of **\$2,074**.



ALEXIS DE
TOCQUEVILLE
SOCIETY

The **Alexis Tocqueville Society** was established to recognize the individuals who have made our dream a reality through their yearly gifts of **\$10,000** and above. It currently has **seven** members.

In 2022, we were honored to welcome **Kimberly & David Nelson** who joined the Alexis de Tocqueville Society. We are deeply appreciative of them and each of our Leadership Giving members who motivate and inspire others to create lasting impact in our community. Their efforts and generosity will continue to make Rowan County a much better place to live for all citizens.



Society members, Greg & Missie Alcorn, with the Rowan County Alexis de Tocqueville Society plaque.



Left to right: Tara Bailey, Marketing & Communications Manager; Audrey Eudy, Philanthropy Director; Dr. Andrew Smith, Board President; Angela F. Williams, President and CEO of United Way Worldwide; Laura Marx, President & CEO of United Way of North Carolina; Jenny Lee, Executive Director; and Melissa Robbins, Finance & Operations Director.

OUTSTANDING LOCAL UNITED WAY AWARD

On April 26, more than 345 United Way staff across the southeast region gathered in Greenville, SC for United Way's Southeast Regional Conference. As awards were presented on Friday, April 29, we were honored to be selected as the winner of the Outstanding Local United Way Award! This award is given to an organization that "shows measurable progress in improving the lives of those in their community by addressing their most pressing needs."

"This recognition does not happen by chance, but through intentional and effective strategies aimed at ambitious goals with measurable outcomes", says Board President, Dr. Andrew Smith. "I am proud of what Rowan County United Way has accomplished over the past year, and I look forward to seeing what 2023 holds as we collectively serve those most in need in Rowan County."

COMMUNITY INVESTMENT PARTNERS



SUBSTANCE ABUSE

Capstone Recovery Center
Communities in Schools of Rowan
Families First
Nazareth Child & Family Connection
Salisbury Police Department



MENTAL HEALTH

Capstone Recovery Center
Families First
Nazareth Child & Family Connection
One Love Community Services
Rowan-Salisbury School System



HEALTHY LIFESTYLE BEHAVIORS

Boy Scouts, Central NC Council
Families First
Main Street Marketplace & Meeting Place
Rowan County YMCA (2 grants)



BASIC NEEDS

Family Crisis Council
Main Street Marketplace & Meeting Place
Ruffy-Holmes Senior Center
Salvation Army



I am honored to serve on as Vice-President of Community Impact. It is so important that we focus our efforts and resources on the areas of greatest need as determined by research. United Way has been instrumental in vetting these needs and continuously strives to be good stewards of the donations received. As a result, many hours were given by our volunteers to assure that allocations are being made to organizations that will make the most impact on our community needs.

Dr. Wendy Barnhardt

BOARD OF DIRECTORS

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Graham Corriher
Desiree Dunston
Micah Ennis
Steve Fisher
April Kuhn
Dr. David Nelson
Elaine Spalding
Jonathan Williams
Chanaka Yatawara

SHUNTALE WHITESELL

Shuntale Whitesell joined United Way as Administrative Assistant on August 15 and is responsible for providing a full range of administrative, clerical, project and meeting support duties.

Shuntale comes to us with over 15 years of experience as an executive assistant and previously worked as the Office Manager for Downtown Salisbury, Inc.





North Carolina



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