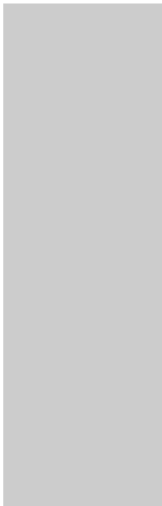


ANNUAL REPORT

2023-2024



United Way of
Cumberland County

Living United in Cumberland County



Scott Embry

**Executive Director and CEO,
United Way of Cumberland County**

Dear Friends and Supporters,

As I reflect on this past year, one word rises above the rest: gratitude.

Thanks to your generosity, your belief in our mission, and your commitment to this community, the United Way of Cumberland County was able to serve 100,668 people right here at home. That's not just a number—it's a reflection of real lives changed, needs met, and hope restored.

Every success we celebrate begins with you.

Unlike most nonprofit organizations, we are 100% community-funded. We don't receive federal or state grants. Every dollar we invest comes directly from individuals and businesses like you who believe that neighbors should help neighbors. And your support ensures that every dollar stays local, serving your friends, coworkers, and neighbors when they need it most.

Because of you, a struggling parent was able to keep the lights on during a financial crisis. A child opened their very first book and took the first step on a lifelong journey of learning. A veteran found stability after serving our country. A student received a scholarship that opened the door to college. A child battling mental health challenges got the support they desperately needed. Families who lost everything in house fires found emergency relief. And individuals experiencing homelessness were met with compassion, care, and connection.

This is what it means to LIVE UNITED.

We're not a national nonprofit. We are your United Way—rooted right here in Cumberland County. We wake up every day committed to building a stronger, healthier, and more resilient community. But we can't do it alone.

So from the bottom of my heart, thank you. Thank you for giving. Thank you for believing.

Thank you for choosing to be part of something bigger than yourself.

With deep appreciation,

A handwritten signature in black ink, appearing to read "Scott Embry". The signature is fluid and cursive, with a large, stylized "S" and "E".





VISION & MISSION

VISION

To improve the quality of lives in Cumberland County by addressing critical human needs.

MISSION

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.

United Way of Cumberland County

Staff & Board of Directors

STAFF MEMBERS

Amy Navejas

Executive Director & CEO
Departed - 11/10/23

Steve Blanchard

Interim Executive Director
Departed - 6/30/24

Scott Embry

Executive Director & CEO

Crystal Moore Williams

Community Impact Director

Roshelle Colvin

Director of Development
Departed - 11/6/23

Ashlee Pearson

Development Director

Nikki McDonald

Finance & Administration

Tracy Autry

Accounts Receivable

Kendra Grant (Part Time)

Marketing Coordinator
Departed - 2/21/24

Matea' Baltic

Marketing Coordinator

BOARD MEMBERS

Vera Bell

Community Volunteer

Steve Blanchard

Community Volunteer

William Brooks, Jr.

Truist Financial Bank

**Chris Cauley, Interim
Treasurer**

City of Fayetteville

Don Chase

Beasley Broadcasting

Richard Craven

Systel Business Systems

Alisa Debnam, Chair

RTI International

Jane Fields, Past Chair

Cumberland County
Schools

**Amanda Harrell, Vice
Chair**

Harrell's Tire & Auto
Service

Mary Flagg Haugh, Secretary

Community Volunteer

Jane Horrocks

Community Volunteer

Ned Johnson

Onsite Homes

Lucy Jones

Community Volunteer

Carolyn Justice-Hinson

Fayetteville PWC

Karen Mantzouris

SR-AHEC

Stuart Walters, Treasurer

Community Volunteer
Departed - 10/9/23

Dr. DeSandra Washington

FTCC

BY THE NUMBERS

Local Organizations United
in Workplace Giving



Volunteers

884



Hours
Donated

6,059

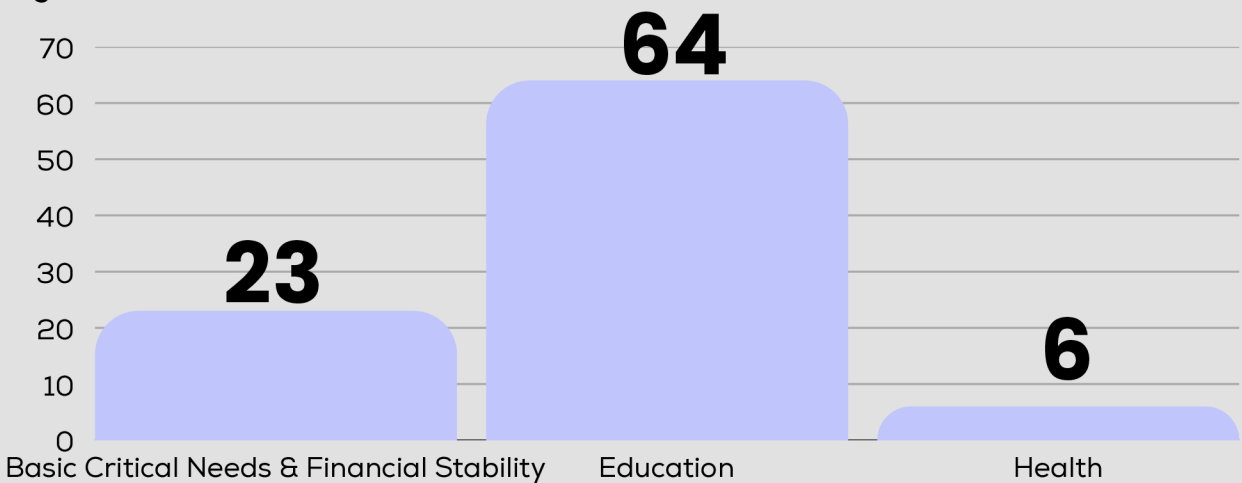


Value of
Time

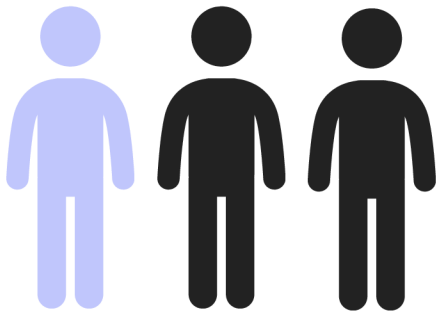
\$210,792.61

\$34.79 (according to the Independent Sector) x 6,059

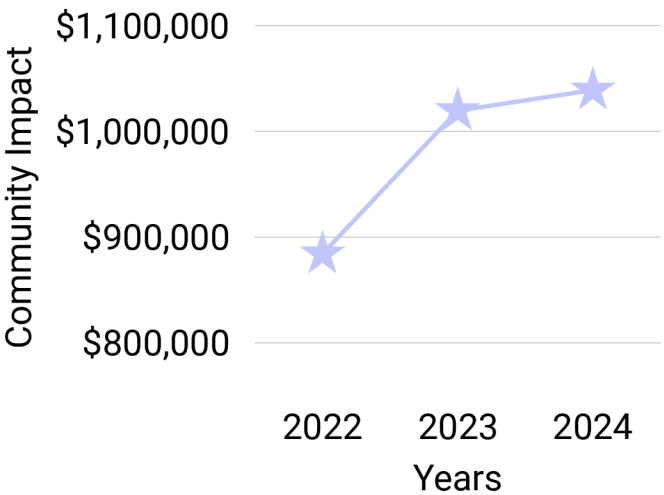
Programs We Invested In



Nearly 1 in 3 residents received help



Yearly Growth in Our Giving



INVESTMENTS IN LOCAL PROGRAMS & SERVICES

\$345,000

YOUTH GROWTH STOCK TRUST



\$137,070

EMERGENCY FOOD & SHELTER PROGRAM



\$80,973

DOLLY PARTON IMAGINATION LIBRARY



\$20,084

NC 2-1-1 SERVICE



\$450,771

UNITED WAY ALLOCATIONS



TOTAL COMMUNITY IMPACT:

\$1,033,898

OUR INITIATIVES

Each year, United Way funds programs and services that touch thousands of lives in Cumberland County. Last year, **21 programs and services** were funded thanks to generous donations from our community.



Dolly Parton's Imagination Library (DPIL) is a program that promotes early-childhood literacy by providing one free book a month to children living in Cumberland County, ages birth to 5. Through our partnership, children build their own library of books and are encouraged to develop a love for reading and learning. Studies show that the frequency of reading is determined by access to reading materials and children who have favorite books when they're young, tend to do better in school. DPIL sets important foundations for educational achievement and lifelong reading. Since its inception, **582,070 books** have been mailed.

The Leadership Development Program is a 10- week program that develops the necessary skills to become effective, responsible leaders of the community. A special emphasis is on preparation for participation on local boards and committees. This free training program enhances leadership skills and incorporates discussion and informative sessions, led by community leaders. Since its inception, there have been **516 graduates** from the program and over 400 are currently volunteering in leadership roles.

LDP LEADERSHIP
DEVELOPMENT
PROGRAM

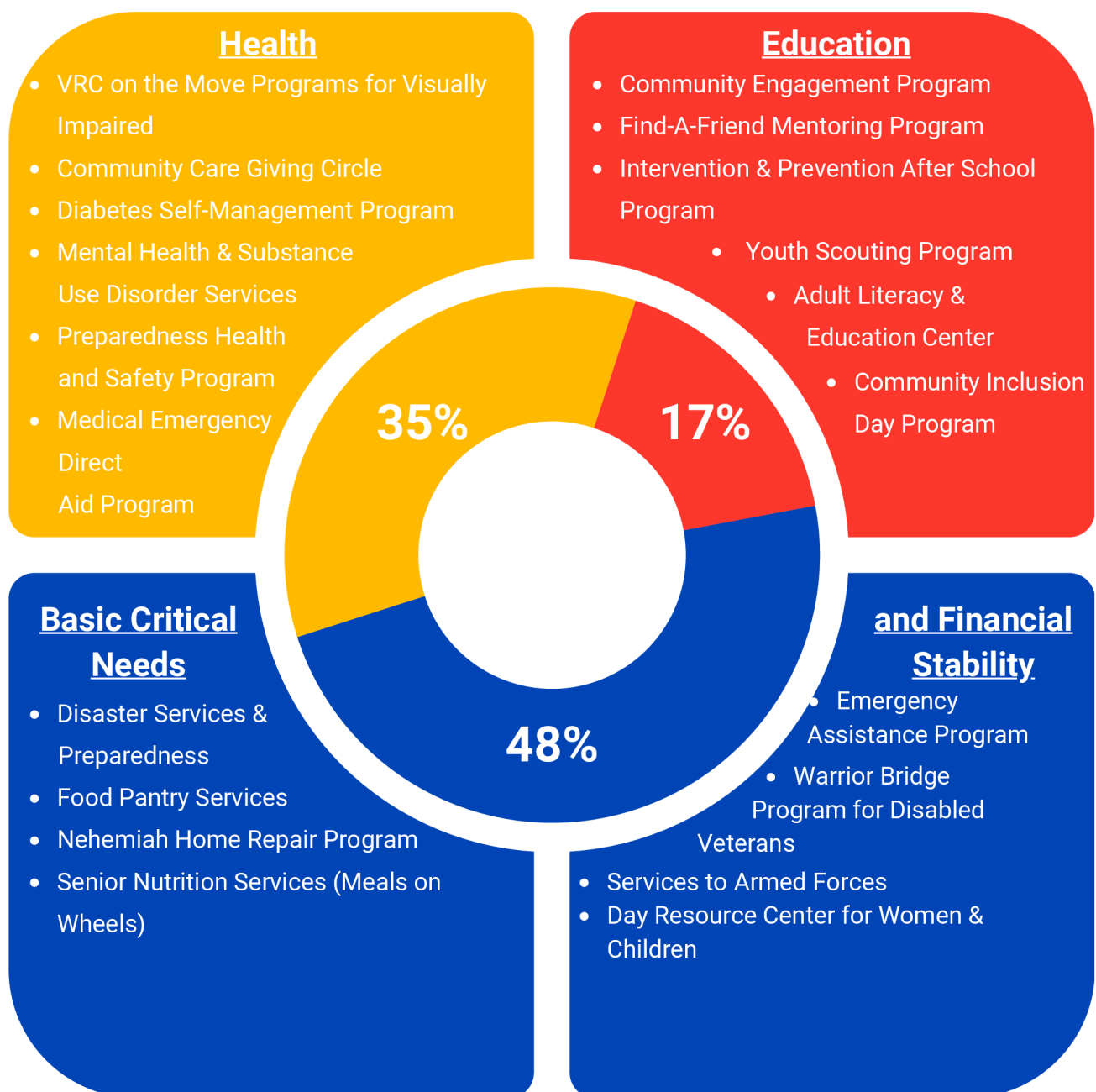


NC 211 is a free and confidential service offered 24 hours a day, 7 days a week, in any language. NC 211 serves as a health and human services referral line that helps all Cumberland County residents in need of help. Last year, **8,731 calls** were received by NC 211 for Cumberland County Residents. The requests were:

1. Housing and Shelter: **3,997** calls
2. Utility Assistance: **2,409** calls
3. Food: **660** calls
4. Support, Advocacy & Special Population Services: **450** calls
5. Healthcare & COVID-19: **260** calls
6. Clothing & Household: **238** calls
7. Employment & Income: **214** calls
8. Transportation Assistance: **165** calls
9. Government & Legal Assistance: **147** calls
10. Mental Health & Addictions: **125** calls
11. Childcare & Parenting: **32** calls
12. Disaster: **25** calls
13. Education: **9** calls

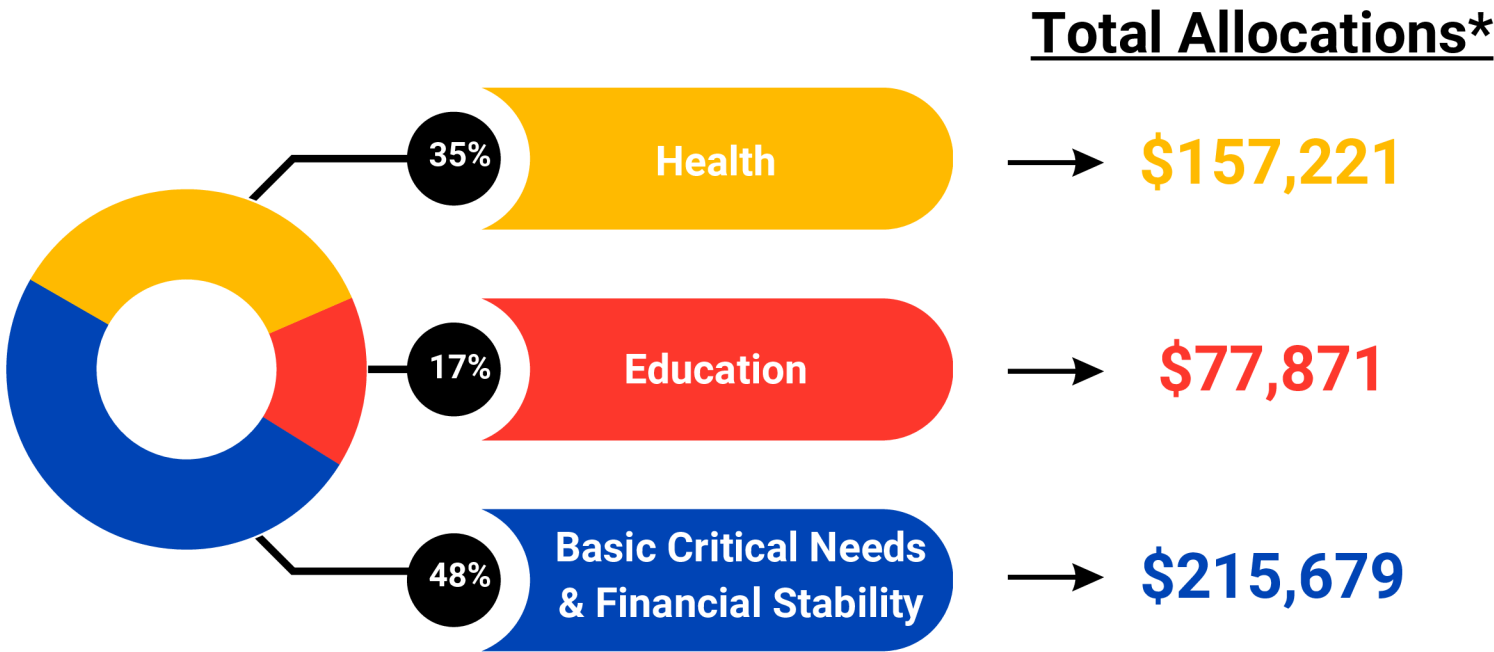
The Power of Your Gift

In 2024, United Way of Cumberland County strategically invested in: Education, Health and Basic Critical Needs & Financial Stability. There were **100,668** individuals and families served, including **37,648** military (active duty, dependents and veterans). A solid education paves the way for success in employment, which in turn leads to financial stability and a greater chance of good health. The work we do together in these areas is essential in strengthening our community.



Your Community Impact

United Way of Cumberland County strives to improve the quality of lives in Cumberland County by addressing critical human needs. Your support in 2024 helped us make a difference in our community.



*These numbers are from the United Way of Cumberland County's Partnership Program Funding Grant.

\$450,771 INVESTED IN LOCAL PROGRAMS & SERVICES!



Your Community Impact

United Way of Cumberland County strives to improve the quality of lives in Cumberland County by addressing critical human needs. Your support in 2024 helped us make a difference in our community.

10,356

Individuals and families benefited from programs that provide access to health care and wellness education, which help them manage and prevent chronic physical and mental illnesses.

2,108

Individuals and families benefited from programs that strengthen children's ability to succeed in school from kindergarten to college. This is accomplished by helping youth and families succeed.

50,556

Individuals and families received emergency food, shelter, and support for employment and financial stability, helping them work toward independent living. At our annual Meal Packing Event, 70,000 meals were packed for those in need.

100,668

Individuals and families, were served through 21 locally funded programs, initiatives and services, including over 21,281 military individuals and families.

EVERY DOLLAR YOU GIVE STAYS IN CUMBERLAND COUNTY



**American
Red Cross**



**Catholic Charities
of the Diocese of Raleigh**
Providing Help—Creating Hope—Serving All

girl scouts
north carolina
coastal pines



Employment Source
A ServiceSource Affiliate



THANK YOU

Special thanks to all of our agency partners who helped us this year. Your support means the world to us!

Statement of Financial Position

Current Assets:

	2024
Cash & Cash Equivalents	1,967,269
Investments	500
Pledges Receivable (Net of Allowance)	149,513
Grants Receivable	-
Prepaid Insurance	978
Sales Tax Receivable	663

Total Current Assets	\$ 2,119,223
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Property and Equipment, Net	3,273
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Non-Current Assets:

Beneficial Interest in Assets Held by Community Foundation	245,530
---	----------------

	\$ 2,368,026
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Current Liabilities:

Accounts Payable	2,035
Deferred Revenue	-
Designations Payable	120
Accrued Salaries	14,564

Total Current Assets	\$ 16,719
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Net Assets:

Without Donor Restrictions

Operating	2,234,523
Board Designated	12,230
Property and Equipment	3,273

Total Without Donor Restrictions	\$ 2,250,026
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With Donor Restrictions	101,281
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Total Net Assets	\$ 2,351,307
-------------------------	---------------------

	\$ 2,368,026
--	---------------------

Youth Growth Stock Trust

The Youth Growth Stock Trust is a fund established in 1992 to support programs that benefit youth in Cumberland County. United Way of Cumberland County serves as the trust administrator. Each year, a committee reviews applications and recommends funding to the Board of Directors, who approve grants in April. These funds support local nonprofits, schools, and scholarships focused on youth development.

In 2024, the Youth Growth Stock Trust awarded **\$345,000** to programs serving local youth. Grant recipients are listed below.



Robert Short was a devoted supporter of United Way and a strong advocate for the well-being of children in our community. He believed that investing in young people was the key to building a brighter future for all. In 1992, he created the Youth Growth Stock Trust to ensure that local youth would have access to resources and opportunities for generations to come. Though Mr. Short has passed, his generosity and vision continue to make a lasting difference in the lives of Cumberland County’s children.

COMMUNITY ORGANIZATIONS

Armed Services YMCA	Family Support Program for Military Children (Ages 0-18)	8,325
Arts Council of Fayetteville/Cumberland County	Artists in Schools Program	\$10,000
Cape Fear Bands and Ensemble Booster Club	Bands of America Championship	\$16,000
Cape Fear Botanical Garden	Gardenmania	\$9,350
Cape Fear Regional Theater	Student Matinee Series	\$15,000
Child Advocacy Center	Community Child Abuse & Prevention Outreach	\$7,840
Fayetteville Urban Ministry	Find A Friend Career Readiness Center	\$10,000
Fayetteville Symphony Orchestra	Third Grade School Visits and Concerts	\$14,150
FTCC Foundation	Community Youth Dental Health Fair	\$9,640
JCPC/United Way Resource Center	School Resource Officer Training: Breakthrough Series Collaborative	\$2,500
Methodist Universtiy	Shelton Leadership Challenger 2023	\$6,000
Miller’s Crew	Miller’s Brew Coffee Shop	\$20,000
United Way of Cumberland County	Meals of Hope	\$15,000
Vision Resource Center	VRC Youth Summer Explosion	\$3,495

Youth Growth Stock Trust

In 2024, the Youth Growth Stock Trust awarded **\$345,000** to local non-profit programs and schools. Below are the continued 2024 grant recipients.

PUBLIC SCHOOL GRANTS

Armstrong Elementary School	Girls on the Run	\$1,000
Beginning Teacher's Office CCS	Our Beginning Teachers Can Handle All! Help with Classroom Management	\$5,000
Cape Fear High School	FFA Scholarship Program	\$8,700
CCS Military Family and Youth Liaison	CCS Live United Volunteer Program	\$3,700
Cumberland Academy Elementary K-5	Parents Resource Center and Lending Library	\$2,000
Cumberland County Schools AIG Department	STEM-ulating The Gifted Mind!	\$2,750
Cumberland County Schools Career Pathways	Career Pathways/YGST Scholarship	\$8,700
Cumberland Road Elementary	Jump Start a Positive Behavior with Books	\$2,000
District 7 Elementary	We've Got the Whole World In Our Hands	\$3,000
Douglas Byrd High School	Jackie Warner Leadership Institute and Transitional Summer Academy	\$22,500
Douglas Byrd High School	NC Grid Legends (Academy of Green Tech)	\$7,000
Douglas Byrd High School	Academy Scholarships	\$8,700
Douglas Byrd High School	Academy of Finance Scholarships	\$8,700
E. Melvin Honeycutt Elementary	Chess, Grandmaster to Designer	\$2,000
E. Melvin Honeycutt Elementary	D.R.U.M. Drumming Rhythms and Unity in Music	\$3,750
Elizabeth Cashwell Elementary School	Student and Parent Engagement Initiative	\$2,500
Gray's Creek High School	Academy of IT Scholarship Program	\$8,700
Jack Britt High School	Integrated Systems Technology Academy of Engineering Scholarships	\$8,700
Pine Forest AOEMS	Academy of Emergency Medical Science	\$8,700
Pine Forest IT	Academy of IT College Bound Scholarships	\$8,700
Raleigh Road Elementary School	iCan with an iPad: Fostering Independent Research	\$6,500
Reid Ross Classical Middle School	G.L.O.W. Up (Girls Leading On With Unprecedented Poise)	\$5,000
Southview Middle School	Greater Expectations Transition and 6th Grade Leadership Academy	\$6,500
Stedman Primary	Kindergarten Flower Connections	\$4,500
Terry Sanford High School	Smart Lunch (Flextime Manager & E-Hall Pass)	\$8,000
Warrenwood Elementary	STEM for Success	\$6,500
Westover High School	Wolverines Unite	\$3,500
Westover High School	Academy of Engineering Technologies	\$8,700
Westover High School	Academy of Health Sciences	\$8,700
71st Classical Middle School	Earth Shaking, Ground Breaking	\$4,000
71st Classical Middle School	Making the Makers of Tomorrow	\$9,000



Emergency Food and Shelter Program

Cumberland County was awarded **\$137,070** under Phase 41 of the Emergency Food and Shelter Program (EFSP) to help supplement and expand local emergency food and shelter programs. Local Recipient Organizations will use EFSP funds for emergency shelters, community feeding programs, food distribution through food pantries, food banks and food vouchers, past due utility payments to prevent service disconnections, past due rent/mortgage assistance to prevent evictions and to assist people that are leaving shelters with establishing stable living conditions. Residents in need of assistance must contact the agency directly to check for availability of funds.

Cumberland County Local Recipient Organizations under Phase 41 are the following:

Action Pathways Second Harvest Food Bank	\$11,671
◦ Weekend Backpack Feeding Program	
Catholic Charities	\$18,553
◦ Food Pantry Services	
Connections of Cumberland County	\$28,131
◦ Shelter Assistance (\$12,500)	
◦ Rent Assistance (\$12,500)	
◦ Utility Assistance (\$3,131)	
Fayetteville Urban Ministry	\$23,549
◦ Rent Assistance (\$16,549)	
◦ Utility Assistance (\$7,000)	
Operation Blessings	\$16,922
◦ Rent Assistance	
The Salvation Army	\$32,505
◦ Served Meals Programs (\$12,505)	
◦ Mass Shelter (\$20,000)	
The Soul Harvest Apostolic Church	\$3,000
◦ Served Meals	
United Way of Cumberland County	\$2,739
◦ Administration of EFSP Program	
<u>Total Phase 41 Appropriated Funding for Cumberland County</u>	<u>\$137,070</u>

The Emergency Food & Shelter Program is a Federal program administered by the U.S. Department of Homeland Security's Federal Emergency Management Agency (DHS/FEMA). It has been entrusted through the McKinney-Vento Homeless Assistance Act (PL100-77) "to supplement and expand ongoing efforts to provide shelter, food, and supportive services by local social service organizations for people across our Nation who are hungry, homeless and in economic crisis". The National Board designated United Way of Cumberland County to serve as the administrator of the local board. The local board is comprised of representatives from Action Pathways Second Harvest Food Bank, Cumberland County Coordinating Council on Older Adults, The Salvation Army, Catholic Charities, Cumberland County Department of Social Services, Fayetteville Urban Ministry, Cumberland County Government, American Red Cross, Cumberland County Schools, Cumberland Health Net and United Way of Cumberland County.

The EFSP Local Board's responsibility is to:

- Consider all private voluntary and public organizations currently providing or capable of providing emergency food and shelter programs.
- Select and recommend which local organizations should receive funding and the amounts of the funding awards.
- Advertise the availability of funds.
- Establish priorities among community needs.
- Award funds to nonprofit and government emergency food and shelter agencies.
- Monitor program compliance to Rules and Regulations set forth by the National EFSP Board.





**BUILDING A BRIGHTER
TOMORROW**





CREATING CHANGE TOGETHER



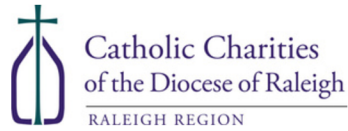
UNITED WAY CAMPAIGN PARTNERS



THANK YOU

Special thanks to all of our donors who helped us this year. Your support means the world to us!

UNITED WAY CAMPAIGN PARTNERS



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UNITED WAY COMMITTEE VOLUNTEERS

Personnel/Nominating

Jane Fields, Chair
Amanda Harrell
Alisa Debnam
Richard Craven

Community Impact Council

Vera Bell, Chair
Dr. DeSandra Washington
Carole Mangum
Jane Horrocks
Luis Collazo
Karen Mantzouris
Rhonda Graham
Crystal Williams
Mary Flagg Haugh
Stuart Walters
Cher Thewes

Finance

Stuart Walters, Chair
Departed 10/16/23
Chris Cauley, Interim Chair
Alisa Debnam
Jack McGinley
Mary Flagg Haugh

Events

Carolyn Justice-Hinson, Co-Chair
Amanda Harrell, Co-Chair
Alisa Debnam
Lucy Jones
Faith McGee

Development Cabinet

Lucy Jones, Chair
Alisa Debnam, Co-Chair, Marquis
Jane Fields
Ned Johnson
Brad Laub
Don Chase
Vera Bell
Shirley Konneker
Jen Doyle
Carolyn Justice-Hinson
Sarah Saxton

Marketing

Lucy Jones, Chair
Carolyn Justice-Hinson
Brad Laub
Sally Shutt
Geneva Mankel
Vince Benbenek
Erica Beasley

Building

Steve Blanchard Chair
Jane Horrocks
Mary Flagg Haugh
Lucy Jones
Amanda Harrell

THANK YOU

Special thanks to all of our committee members for your dedication and hard work this year. Your commitment and leadership made a tremendous impact!

UNITED WAY COMMITTEE VOLUNTEERS (cont.)

Community Impact Review Panel

Njeri Fikes
Eugene Pinckney
Susan Miller
Barbara Carraway
Leslie Tukes
Lela McKissic
Toya Allison
Kareka Chavis
Chelsea Perkins
Stephen MacDonald
Jauneza Vivian
Westana Williams
Barbara Cohen
Dennis Edwards
Michael Council
Kennon Jackson
Shandrika McNair-Williams
Christopher Thrasher
Georgia Walker

Leadership Development

Brian Gaskell, Chair
Luis Collazo
Chris Cauley
Mary Black
Vera Bell
Lupita Trevino

EFSP Local Board Members

Johnny Wilson, Chair
Phil Harris
Barkley Sample
Vicky Jimenez
Pamela Story
Major Aaron Goldfarb
Captain Jamie Goldfarb
Vanessa McClain-Gray
Lisa Hughes
Shelley Hudson
David Griffin
Devon Newton

Youth Growth Stock Trust (YGST)

Stuart Walters, Chair
Departed 10/16/23
Mary Flagg Haugh, Chair
10/16/2023-6/30/24
Alisa Debnam
Lucy Jones
Jane Fields
Robert Hines
Sue Byrd
Vera Bell
Elaine Hayes

THANK YOU

Special thanks to all of our committee members for your dedication and hard work this year. Your commitment and leadership made a tremendous impact!

**United
Way**



**United Way of
Cumberland County**

Contact Us

www.unitedway-cc.org

910-483-1179