



October 2025

UNITED NEWS

SAVE THE DATES!

October 21:
Fair Share Giveaway Drawing

November 18:
Fair Share Giveaway Drawing

November 25:
Fair Share Giveaway Finale
@ Downtown Lights Up!



Issue Focus Transformation Summit Two



A Bold Goal for the Future

United Way of Wayne County celebrated its 100th anniversary on September 9th with a "Parking Lot Party" at its William Street office in Goldsboro. Surrounded by community members, business leaders, and elected officials, United Way unveiled its Bold Goal: to **empower 12,000 citizens to achieve financial stability by 2035.**

"For a century, United Way has met urgent needs," said Board Member Ken Derksen. "But the real measure of success is lasting change. This Bold Goal sets a clear path to reduce poverty and strengthen stability for thousands of our neighbors."

Community Campaign Update

United Way of Wayne County's 100th anniversary event also marked the launch of its 2025 Community Campaign, chaired by Selena Worrell, Vice Chair of the Board and 2024 Rosenthal Award recipient. Worrell announced this year's \$850,000 goal, sharing that early support from Frontrunner businesses has already brought in \$215,650, 26%

On October 2nd, United Way of Wayne County hosted its second Community Summit at the Goldsboro Event Center, bringing together nearly 100 local leaders and citizens who work closely with poverty-related issues. The goal of the summit was to help narrow down the root causes behind the community's Issue Focus Transformation initiative.

Patricia Beier of WAGES served as the guest speaker, sharing valuable insights on the realities of poverty in Wayne County and the United States. While no final decisions have been made yet, this summit marked an important step forward in shaping the community's collective vision for lasting change.

Bridge to Impact Non-Profit Summit

of the goal!

Currently, United Way is halfway towards that goal of impacting more than 17,000 lives. Over 40 businesses have completed their workplace campaigns to help reach that goal. In addition, five more Fair Share Finalists name's have been drawn. Five more names will be drawn on October 21st.

United Way’s campaign supports programs addressing hunger, housing, education, and financial stability.



Watch a short message below from our 2025 Community Campaign Chair, Selena Worrell!



Supporting Residence in Crisis
City of Goldsboro Partners with United Way to help



United Way of Wayne County is excited to announce a new partnership with the City of Goldsboro, which has designated \$50,000 to expand the UCAN (United Community Assistance Network) program.

Beginning October 1st, UCAN will provide Goldsboro residents facing unexpected hardship with vital support, including rent, utilities, water, and transportation assistance, as well as help for families temporarily displaced during HUD-funded home repairs.

“We are deeply grateful for the City’s commitment to supporting its



On August 27th, nonprofit professionals gathered at Wayne Community College’s Small Business Center for a day of learning, collaboration, and growth. The summit featured expert-led breakout sessions designed to strengthen local organizations and expand their impact.

Sessions included “From Good to Great: Elevating Your Board’s Impact,” “Resilient by Design: Building a High-Performance Nonprofit in Lean Times,” and “Human Resources During Uncertain Times.”

Facilitators Andrew Herrera (Impact Global Health Alliance), Yusef W. Ewais (East Carolina University), and Ivan Canada (North Carolina Center for Nonprofits) shared valuable insights to help nonprofits navigate challenges, engage boards, and build long-term sustainability.

The event offered local leaders practical tools and inspiration to continue strengthening Wayne County’s nonprofit community.

Community Impact Grant Process Is Underway!

United Way of Wayne County’s Community Impact Grant process is now in motion! Committees are meeting to review applications from local programs seeking funding and the opportunity to become one of United Way’s funded community partners.

Each committee focuses on one of United Way’s focus areas; Health & Wellness, Financial Stability, Basic Needs, and Education. After reviewing applications, committee members will hear presentations from applicants before making final recommendations to the United Way Board of Directors for approval.

This process ensures that community investments are directed toward programs creating the greatest impact and helping families across

residents in their greatest times of need,” said Sherry Archibald, Executive Director of United Way. Wayne County thrive.

To learn more or request assistance, call 211 or visit unitedwayne.org.

United Way of Wayne County
Phone 919-735-3591
Email savannah@unitedwayne.org
Website unitedwayne.org

Connect with us



Did you enjoy this email?



United Way of Wayne County | 309 N. William Street P.O. Box 10893 | Goldsboro, NC 27530 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)

