



United Way of Wayne County

Annual Report 2015

Annual Campaign
Goldsboro Community Chest
November 9-13



CELEBRATING 90 Years 1925 / 2015



UNITED WAYNE

FROM THE HEART. HERE AT HOME.

www.unitedwayne.org - 301 E. Ash St. - Suite 310 - Goldsboro, NC 27533 - 919.735.3591

Message from Leadership

On behalf of the United Way of Wayne County Board and Staff, we are pleased to present our 2015 Annual Report. Last year United Way of Wayne County celebrated 90 years of service to our community. Begun in 1925, as the Goldsboro Community Chest, with the message your gift buys happiness so invest in happiness and give to the point your heart and head agree, to today's message "Be The Good and Invest from the Heart Here at Home." Through the 90 years United Way of Wayne County's goal has remained focused on improving lives in Wayne County.

In 2015, our Board approved funding for a collaborative effort of United Way, Wayne County Public Library, Partnership for Children and the Wayne County Public Schools: working together to impact the literacy skills of children. The SOAR program, Students on Adventures in Reading, will enable children to begin reading at an early age to better prepare them for success and reduce the probability of dropping out of school. Collaborations are important to ensuring that vital services are delivered to our community. We are grateful for these collaborations and applaud this work of making Wayne County what it is today.

Looking ahead, our 2016-2018 strategic plan focuses on Education, Health, Financial Stability and Community Responsiveness to address root causes to create sustainable, measurable change in Wayne County to benefit those most in need and the community as a whole. United Way holds itself accountable to you, to address today's challenges and to contribute to moving the needle so that all members of our community have the opportunity and ability to succeed in life, and to be catalysts for good. The impact United Way of Wayne County has on lives in our community is real. Many goals have remained constant in the past 90 years, most importantly our desire to invest in local programs through non-profit Community Partners and have measurable and lasting improvements.

As always, United Way of Wayne County is dependent on community support to address the health and human service needs in our community. Through your support, our youth and families have greater opportunities, individuals can achieve financial stability, and our residents can live healthier lifestyles. In 2015, the community responded to the need to raise \$1,180,000 (improving 23,600 lives) by investing \$1,208,901 (improving 24,178 lives). The ability to exceed our goal was made possible by your investments of time, talent and money and being the good.

As United Way of Wayne County continues to serve our community for the next 90 years and beyond, it is our desire to have you join with us in making Wayne County better for everyone. Get Connected and volunteer – you will be rewarded in many ways!

None of what United Way of Wayne County is doing would be possible without YOU, our investors, supporters and volunteers. Because of you, United Way is the community organization that it is, ready to respond and help neighbors better their lives and look toward brighter futures. We are a community of caring, thoughtful, action oriented and dedicated citizens ready to make a positive difference. We look forward to our continued partnership and work together knowing that we are UNITEDWAYNE.



Stephen R. Parr
Executive Director



Brian Taylor
Board Chair

Below you will find outcomes from United Way of Wayne County's Community Partner programs. United Way uses these outcomes to evaluate program performance and ensure the needs of the community are being met.

124 individuals and families facing an emergency financial crisis received *Emergency Assistance*. (The Salvation Army)

171 deployed service members received communication through the *Armed Forces Emergency Services* program. (American Red Cross)

193 individuals were assisted after experiencing a single family fire through the *Disaster Services program*. (American Red Cross)

598 families and individuals were provided food through *Emergency Assistance*. (The Salvation Army)

100% of men who stayed at the Salvation Army's *Mens Shelter* took a life skills class to improve their self-sufficiency skills. (The Salvation Army)

76 homebound individuals received a daily nutritious meal to maintain or improve their health and remain independent through the *Nutrition Program*. (WAGES)

316 individuals responded to volunteer opportunities in Wayne County using *Volunteer Wayne*. (UWWC)

64 victims of domestic violence were provided safe shelter and connected to resources to enhance safety and promote independence through the *Domestic Violence Victim Support program*. (Wayne Uplift Resource Association)

15 individuals and families facing emergency financial crisis received assistance with rent or utility payment through the *Emergency Assistance Program*. (Society of St. Vincent de Paul)



COMMUNITY RESPONSIVENESS

85% of young moms in the *Growing Pains Prenatal* program increased their knowledge of childbirth and parenting skills. (Partnership for Children)

88% of *SMART Moves* participants exhibited improved knowledge about the adverse effects of substance abuse and risky behaviors. (Boys & Girls Club)

90% of children in the *First Steps* program are up to date on immunizations and well baby check ups. (WAGES)

80% of obese patients in the *WIL* program increased their physical activity and improved personal health outcomes resulting in a reduction in health related risk factors. (WATCH)

100% of parents/guardians reported an increase in their child's social competence and decrease in problem behaviors after participating in the *Incredible Years* program. (Partnership for Children)

87% of members who participating in *Triple Play* were physically active for 1 hour 4 or more days a week. (Boys & Girls Club)

50% of girls involved in the *outreach program* developed a stronger sense of self, enabling them to identify their strengths to achieve their goals. (Girl Scouts)



HEALTH & WELLNESS

86% of *Aim for Success* participants were proficient in basic academic disciplines by maintaining a C grade average or better and progressed to the next grade level on time. (Boys & Girls Club)

85% of Wayne County youth who participated in *Learning for Life* improved their academic performance. (Boy Scouts)

Over 80% of parents attending the *Born Learning Festival* understand that children begin learning at birth. (Partnership for Children)

93% of *Teen Court* offenders completed imposed sanctions which resulted in their misdemeanor charges being dismissed. (Communities in Schools)



EDUCATION

89% of participants in the *Adult Literacy* program increased their literacy skills and further developed their life skills. (Literacy Connections)

93% of individuals enrolled in *Bank On Wayne* gained improved knowledge of basic money management skills to increase their financial stability. (Literacy Connections)



FINANCIAL STABILITY

In 2016, United Way of Wayne County will fund SOAR Wayne, a collaborative community reading initiative aimed at closing the school readiness gap by increasing the number of children who arrive at kindergarten ready to learn.

Spirit of Wayne Awards

The Spirit of Wayne Award provides recognition for exceptional commitment and support to Wayne County through United Way. Awards honor corporate and not-for-profit organizations that demonstrate excellence in their United Way support.



EJ Pope & Sons

- Increase of 94%
- Incorporated store manager into community campaign
- Improving 190 lives (employee & corporate)



Jackson & Sons Heating & Air

- Increase of 20%
- Eric, a Jackson & Sons employee was featured in the Community Campaign brochure
- Improving 286 lives (employee & corporate)



Park Designs

- Increase of 15%
- Per capita gift of \$262
- Improving 246 lives (employee & corporate)



Sentry Insurance

- Increase of 25%
- Engaged employees through special events to raise \$7,000
- Improving 750 lives (employee & corporate)



Southco Distributing

- Increase of 15%
- Over 150 Fair Share investors
- Improving 963 lives (employee & corporate)



Southern Bank

- Increase of 123%
- Increased employee engagement
- Improving 112 lives



Wayne Memorial Hospital

- 60% of investors were Fair Share investors
- Increase of 8%
- Improving 4,238 lives



Cooper Standard Automotive

- Increase of 24%
- Met with employees one-on-one to increase employee participation and increase knowledge of UWWC's involvement in the community
- Improving 1,360 lives (employee & corporate)

2015 Campaign Coordinator of the Year - Lynn Pipkin

So much of Community Campaign success depends on the dedicated work of the dozens of campaign coordinators. These individuals take on the task of organizing their campaign for United Way - in addition to their regular work duties. We know that their efforts pay off, and a great campaign coordinator can make for a great campaign and impact the outcome of the entire community campaign. This year we honor Lynn Pipkin with Sentry Insurance. Lynn was the driving force behind the success of their campaign this year, provided leadership, and inspired her co-workers to be a part of their campaign by raising over \$19,000 to impact 380 lives. She and her committee came up with innovative ideas to engage their co-workers and make them more aware of United Way. This engagement lead to investments and ultimately making a difference in the lives of others. Congratulations Lynn!



Emil Rosenthal Award - Dr. Phil Kerstetter, Ph.D., President of University of Mount Olive

Phil Kerstetter has been involved in making Wayne County a better place since he became President of University of Mount Olive in July of 2009. Before coming to Wayne County, Phil served as president of Kansas Wesleyan University.

Regardless of where Dr. Kerstetter is living he is involved in the community. One of the ways he becomes involved is being involved in United Way. He served on United Way of Erie (PA) and Salina Area United Way Board of Directors. Since becoming a member of the board for United Way of Wayne County he has been a leader on the Strategic Initiatives Committee. He has helped to implement multi-year grant funding and improved program measurement outcomes from grant recipients.



Finally, if you do not find Dr. Kerstetter volunteering or serving on various community boards you will find him with family. He and his wife Mary have two children and 5 grandchildren. His wife, Mary, had these words to share about Dr. Kerstetter, "He loves children and has often said that if he weren't a university president, he would be an elementary school teacher. He has continued to be a wonderful, loving father to our children and is now a terrific grandfather. His favorite moments on campus include those charitable activities initiated by our students, especially the Coats for Kids program adopted by our CFFA chapter on campus. His humility and devotion to community work has been an inspiration to his family as well as to thousands of college students throughout his career. I can think of no one more deserving of this award."

Red Feather Club

For decades, the red feather was widely recognized as a symbol of the Community Chest, which was the forerunner to United Way of Wayne County. This cherished symbol carries the same meaning today as it did then, representing community involvement and generous monthly contributions to help those in need.

The Red Feather Club is dedicated to recognizing loyal investors who make a monthly gift to United Way of Wayne County.



2015 Red Feather Club Members

Courtenay Hall, Waynesboro Family Clinic
Susan Durham
Terry Light, Esq.
Dr. Katherine MacDonald, Goldsboro Pediatrics

Fair Share Challenge



Thanks to Wayne Realty & Insurance Company and an anonymous donor for sponsoring the Fair Share Challenge. This year's winner walked away with \$5,000! Congratulations to Vickie Kornegay of WAGES. Thank you for being the good!

(Pictured on the left with Steve Parr, Executive Director of United Way of Wayne County)

Employee, Corporate & Foundation Investors

3HC Home Health & Hospice Care
American Red Cross
Anchor Coupling
Anderson Heating & Cooling, Inc.
Andy's Charitable Foundation, Inc.
AP Exhaust Technologies
Arnold-Wilbert Corporation
AT&T Technical Support Center
BB&T
Belk
Berkeley Veterinary Clinic, LLP
Best Distributing Company
Boy Scouts Tuscarora Council
Boys & Girls Clubs of Wayne County
Builders Discount Center
Carr, Riggs & Ingram, LLC
Centrex Properties Inc.
City of Goldsboro
Coker Feed Mill
Communities in Schools
Cooper Standard Automotive
County of Wayne
Cox Edwards Construction Co.
Crawford - Henderson Insurance
Culligan Bottled Water
Dan Wise Chevrolet
Daniels & Daniels Construction
Delano Hill & Associates, Inc.
Duke Energy Progress
E.J. Pope & Son
Evans & Associates
Ficken-Blackwelder Insurance
First Citizens Bank
Franklin Baking Company
General Industries, Inc.
Girl Scouts - NC Coastal Pines
Goldsboro Builders Supply Co.
Goldsboro Milling Company
Goldsboro News-Argus
Haithcock, Barfield, Hulse & Kinsey, PLLC
Harris Teeter

Holt Equipment Company, LLC
Horne Moving Systems, Inc.
Housing Authority of the City of Goldsboro
Jackson & Sons, Inc.
JCPenney #1377
JJ Haines & Co. LLC
Literacy Connections of Wayne County
M&J Foundation
Mount Olive Pickle Company
Mount Olive Rotary Club
North Carolina Community Credit Union
Nunn, Brashear & Uzzell, P.A.
O'Berry & Lewis Inc.
Park Designs
Parker & Parker, P.A.
PCORE Electric Company, Inc.
Piedmont Natural Gas
Professional Data Management
Professional Home Cleaners
R. & H. Oil Company, Inc.
R.A. Bryan Foundation
R.A. Jeffreys Distributing Co.
Ray Murray, Inc. - Best & Langston Division
Rotary Club of Goldsboro
SAM'S Club #6443
Seegars Fence Company
Select Bank & Trust
Sentry Insurance
Seymour Funeral Home & Cremation Service
Shrago Foundation
Small World Child Care Center
Southco Distributing Company
Southern Bank & Trust
Strickland Insurance Group
T.A. Loving Company
Target (T-964)
The Bob Kemper Fund
The Borden Fund, Inc.
the little bank
The Partnership for Children of Wayne County, Inc.
The Salvation Army

Thompson Pump & Mfg. Company
Tri-County Electric Membership
Turner Equipment Company
Tyndall Funeral Home, Inc.
Uchiyama America
UniFirst
University of Mount Olive
UPS
US Cargo Systems
Vaccaro Paint Company LLC
WAGES
Wal-Mart Store #1236
Wal-Mart Store #3701
Wal-Mart Store #4564
Warren Kerr Walston Taylor & Smith LLP
Wayne Community College
Wayne County Chamber of Commerce
Wayne County Public Schools
Wayne Memorial Hospital
Wayne Oil Company
Wayne Realty & Insurance Co.
Wayne Uplift Resource Association
Weil Enterprises
Wells Fargo Advisors
Wells Fargo Bank
William E. Stroud Foundation

Thank you to our Volunteers!

United Way of Wayne County could not improve the lives of individuals living here if it were not for our amazing volunteers. Last year volunteers impacted over 9,000 Wayne County lives by participating in our Benefit Concert, Founders Cup, Taste of Wayne and Days of Caring. We truly appreciate you!



L-R: book drive at Steele Memorial Library, reading at WCC Childcare Center, Greenway Clean Up & Scrubbing the Boys & Girls Club -- all opportunities during Days of Caring 2015.

2015 Board of Directors

Mary Bartlett
3HC Home Health & Hospice Care, Inc.

Rick Benson
Cooper Standard Automotive

Bethany Breeden
Carr, Riggs & Ingram, LLC

Rebecca Craig
Wayne Memorial Hospital

Julie Daniels
BB&T

Phil Kerstetter, Ph.D.
University of Mount Olive

Davin Madden
Wayne County Health Department

Judy Pelt
NC Department of Human & Health Services

Glenn Phillips
First Baptist Church of Goldsboro

Jane Rustin
Community Volunteer

Scott Stevens
City of Goldsboro

Brian Taylor
Seymour Funeral Home & Cremation Services

United Way Staff

Rachel Benson
Strategic Initiatives Director

Clarissa Frederick
Finance Manager

Catherine LeChot
Community Engagement Manager

Steve Parr
Executive Director

Sheri Pietrangelo
Administrative Assistant

Let's Stay Connected...

Be sure to friend us on **Facebook**, follow us on **Instagram**, get connected through **Volunteer Wayne** and watch our videos on **YouTube**! We look forward to sharing the good with you throughout the year.

