



A COMMUNITY UNITED



United Way
of Henderson County

2021 ANNUAL REPORT



LEADERSHIP CORNER

A Community United

One of the joys of small-town living is walking down the street and exchanging friendly greetings with people we know. There is a sense of neighborliness and connection in smaller communities that is harder to find in larger cities. And when our community faces challenges, we know how to come together to work on solutions. United Way of Henderson County believes in the power of our local connections to create positive change.

We hope you will take a few minutes to look through our annual report and see all the ways you have helped create that positive change this past year. Whether you are a donor, volunteer, community partner, business owner, or corporate leader, you have played a special part in our united response to community challenges.

Together, we have invested over \$1.6 million to help improve education, financial stability, and health right here in Henderson County. As a community united, we have helped seniors receive home visits and meal deliveries, and school children get packs of food to sustain them through weekends and summer vacation. Victims of interpersonal violence found shelter and services to start a new life. Children and youth struggling in school learned strategies to avoid risky behaviors and stay on track. And adults with mental illness found a safe, supportive place to go during the day. These are just some of the many ways our community has come together to make a difference this past year.

As the effects of the pandemic linger, the challenges that many in our community face every day are being compounded by the rising price of gas, food and other essentials, as well as shortages in affordable housing and childcare. That's why we are resolved to stay united as we continue to offer help and hope. There are no easy answers, but there is a lot we can do together. You are part of this wonderful partnership, and for that, we are deeply grateful.

Henderson County is a special place. We are lucky to live in this small community where there is a web of connection, compassion, and care that unites and supports each one of us.

Thank you for keeping that web strong and for all you do to make our community a better place!



A handwritten signature in black ink that reads "Denise Cumbee Long".

Denise Cumbee Long
Executive Director



A handwritten signature in black ink that reads "Lew Holloway".

Lew Holloway
Board of Directors Chair

BOARD OF DIRECTORS AND STAFF

2022 BOARD OF DIRECTORS

Chair

Lew Holloway
City of Hendersonville

Immediate Past Chair

Sherril Holbert
AdventHealth Foundation

Vice Chair

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Michelle Tracz CPA

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Julia Hockenberry
Boys and Girls Club of Henderson County

Sylina Holbrook
Current

Amy Lynn Holt
Champion Comfort Experts

Hector Marmolejo
Kimberly-Clark Corporation

Kimberly McMinn
First Citizens Bank

Tom Murrill
Community Volunteer

Lisa Richmond
Morgan Advanced Materials

Sharon Tirrell
Community Volunteer

Kevin Todd
St. Paul's Episcopal Church

Michael Willey
Hatteras Capital Advisors & The Second Act

Jan Witte
Community Volunteer

In appreciation for the board members whose service ended in 2021:

Patti Baker
BGW, CPA

Kelly Ford
Cooper Construction Company

Sonia Gironda
Smart Start Partnership for Children

Ernest Humphries
Kimberly-Clark Corporation

Tim Sparks
MAU



Bird Bartlett
Marketing and Events Manager



Kat Carlton
Director of Resource Development and Marketing



Sarah Kowalak
Director of Community Impact



Denise Cumbee Long
Executive Director



Robin Morgan
Director of Finance



Jessica Roodvoets
Initiative and Program Coordinator



Malisia Wilkins
Operations Manager

STAFF

IMPACT SPOTLIGHT

OUR VISION

To be a catalyst in making a positive and lasting impact on the human condition in Henderson County.

\$172,573

saved by Henderson County residents thanks to United Way's Single Care discount cards

2.1.1

North Carolina

2,476 referrals

made for Henderson County residents in need of services like housing, utility assistance, and health care

751 seniors

received home-delivered meals through Council on Aging, maximizing their nutrition and ensuring social connection

7 families

became homeowners with financial support and volunteer help through Habitat for Humanity



nearly **30,000** pounds of food sorted and packed for Henderson County Food Pantries in support of the NALC Stamp Out Hunger Food Drive

2,000

Thank You cards personalized, signed, stuffed and delivered to Henderson County Public Schools Employees and Early Childhood educators during Days of Action 2021

UNITED WAY OF HENDERSON COUNTY
WOMEN UNITED

79 women

supported Girls EMpowered programs for

40 elementary and middle school girls and provided holiday gifts for

50 local children in need through The Storehouse Blessings in Boxes program as members of United Way of Henderson County's Women United

2,590 low-income

vulnerable, uninsured adults accessed critical safety net health care through The Free Clinics

IMPACT SPOTLIGHT



OUR MISSION

To organize and mobilize community resources to improve lives of Henderson County residents.

\$97,458

in Emergency Funds for rent and mortgage assistance distributed through the Emergency Food and Shelter Program

796 youth

developed their educational, physical, emotional, cultural, and social skills in a warm caring environment at the Boys & Girls Club of Henderson County

126 low-income

immigrant clients received free legal assistance from Pisgah Legal Services to help secure or protect their immigration status or work authorization, allowing them to safely provide for their families

and so much more!

460 children

aged 3-5 received free screenings to detect developmental delays in speech, language, and motor-skills through Children & Family Resource Center's PREP program

355 local volunteers

completed 32 service projects at 20 Henderson County nonprofits for Days of Caring 2022

40 members

of Thrive's Clubhouse worked on their mental health, physical health, and self-sufficiency goals in a supportive, respectful environment that centers on the dignity of each member

19 partner agencies

received grants through our Community Investment Fund

4,042 children

aged 0-5 received new books in the mail through Smart Start's Dolly Parton Imagination Library

34 teen parents





received peer and mentor support to help complete their educations, avoid a second pregnancy, and become great parents to their babies through Children & Family Resource Center's Adolescent Parenting Program

16 graduates

of our Rising Leaders Program completed learning and service projects to prepare them to serve at nonprofits in our community

FUNDED COMMUNITY PARTNERS

Your gift to our **Community Investment Fund** supports all the nonprofit agencies listed below:

<p>EDUCATION</p> <p>Blue Ridge Literacy Council Boys and Girls Club of Henderson County Children & Family Resource Center Helping Hand Smart Start Partnership for Children</p> 	<p>HEALTH</p> <p>Aspire Big Brothers Big Sisters Boys and Girls Club of Henderson County Children & Family Resource Center Council on Aging Hope Coalition MANNA FoodBank</p> 
<p>FINANCIAL STABILITY</p> <p>Blue Ridge Literacy Council Habitat for Humanity Housing Assistance Corporation OnTrack Pisgah Legal Services Safelight Thrive</p> 	<p>BASIC NEEDS / CRISIS SERVICES</p> <p>Calvary Episcopal Church Food Pantry MANNA FoodBank Medical Loan Closet MountainCare Pisgah Legal Services Safelight Thrive The Free Clinics</p> 

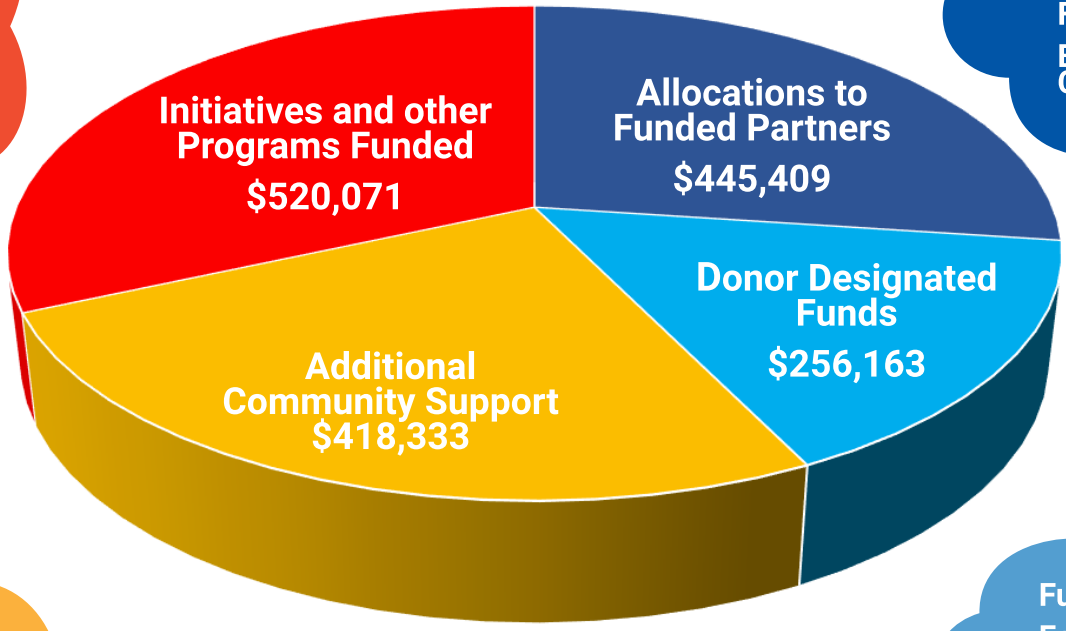
COMMUNITY IMPACT

For 2021-2022, United Way of Henderson County's Overall Impact* to the Community is Valued at

over \$1.6 million.

- 211
- Day of Action
- Days of Caring
- Rising Leaders
- Girls EMpowered
- DEI
- SBL

- Health
- Education
- Financial Stability
- Basic Needs & Crisis Services



- Volunteer hours
- SingleCare
- MyFreeTaxes
- Food Drives
- Emergency Clothing
- Baby Supply Drive
- Book Donations

- Funded Partners
- Foundations
- Other United Ways
- Other Nonprofits

For every dollar raised, we put over a dollar back into improving our community!

*items listed are some examples of UWHC's community impact

EDUCATION

Education is key to accessing opportunities that yield a healthy, vibrant, and successful life. United Way is committed to providing resources and support to help all children to succeed, no matter the circumstances they are in or the obstacles they face.

Boys and Girls Club Project Learn

Students can thrive when they spend their non-school hours engaged in fun, academically beneficial activities. The caring mentorship the Boys and Girls Club provides enables students to experience safety in learning. Prior to beginning tutoring at BGC in March 2021, Stacey was a shy student who was struggling academically. At the time, her reading skills tested 2-3 grades below average. But through establishing a consistent connection with Mr. Keith at the Boys and Girls Club of Henderson County, Stacey began to show increasing confidence and enthusiasm with each session completed. Together they began to identify the right books and resources to help her build her literacy skills, and Stacey worked hard to impress her tutor and peers.

Project Learn at the Boys and Girls Club of Henderson County helped create the trust and safety Stacey needed to succeed.



Smart Start Partnership for Children— Kindergarten Transition

Striving to increase connections between elementary schools, childcare centers, and the families they serve, SSPC's Kindergarten Transition initiative builds core teams of dedicated people and organizations to create individualized menus of kindergarten transition activities that improve cognitive development, social skills, language efficiency, physical aptitude, and self-care.

Kindergarten Transition is currently partnered with 10 out of 13 local elementary schools in Henderson County.

This Spring they also helped create over 1,000 READY! Kits packed with items and activities that improve kindergarten for our youngest learners.

Everyone deserves access to the resources, services, and education that enable them to live a healthy lifestyle and make positive choices. At United Way, we are committed to supporting initiatives that help our neighbors receive access to the good nutrition, physical activity, and supportive influences they need to thrive.

Council on Aging - Meals on Wheels

Karin is a 69-year old woman who began receiving daily hot meals from Meals on Wheels once her struggle with Lupus caused her to become too weak to cook. She was living alone and weighing 88lbs when her doctor called the Council on Aging to connect Karin with Meals on Wheels. Within two days, MOW volunteers were delivering her meals and vital wellness checks. Twenty months later, Karin called the Council on Aging to take her off Meals on Wheels because she had gained weight and felt much better. Due to the ongoing assistance and nutritional support Meals on Wheels provides, 99% of MOW clients have stayed independent in their homes.



Big Brothers Big Sisters Healthy Youth Initiative

One of UWHC's key strategies in helping to reduce teen pregnancy, substance abuse, sexual violence and risky behaviors in local youth is through supporting mentoring programs like Big Brothers Big Sisters' Healthy Youth Initiative. Through community-based mentorship and activities, such as fitness programs, outdoor hiking, and educational seminars that promote healthy lifestyle choices, the Healthy Youth Initiative helps local youth avoid risky and harmful behaviors.

Due to a family history of drug abuse, incarceration, and domestic violence, Paige is more susceptible to participate in behaviors that could harm her and limit her potential. Big Brothers Big Sisters of Henderson County matched Paige with a Big Sister mentor through their Healthy Youth Initiative to offer her positive and supportive experiences outside of her school and home. Since joining the program, Paige has been performing well in school, became the statistician for the school wrestling team, and is looking forward to playing volleyball this year. Paige is having fun, staying safe, and looking forward to a future that is healthy and bright.

FINANCIAL STABILITY

As the cost of living continues to rise, we know that many in our community are facing economic challenges and struggling to support themselves and their families. United Way is committed to helping our neighbors receive the resources and support they need to maintain housing, improve their income, pay down debt, and manage their money to increase equity and financial security for everyone in Henderson County.

Pisgah Legal Services Disability Assistance Program



Securing disability benefits can be a difficult process to navigate for our aging or disabled loved ones. Last year, the Disability Assistance Program at Pisgah Legal Services helped 46 clients obtain Medicare and/or Medicaid Benefits. One of those clients is Tim. In Spring 2021, Tim had been denied Social Security Disability. He was homeless and struggling with depression, PTSD, and physical limitations that made his day-to-day life incredibly difficult. Tim was referred to Pisgah Legal Services to help him appeal the decision. Attorney John Cashion worked with Tim for the better part of a year, and, together, they were able to secure his disability benefits in addition to helping him access his stimulus payments, Medicaid, and Supplemental Security Income. Because of this legal support, Tim was able to regain enough financial stability to move into an apartment and become financially stable. His mental and physical well-being improved and he was even able to rekindle an interest in photography, a hobby that he previously enjoyed.

Blue Ridge Literacy Council - EmployED

Blue Ridge Literacy Council seeks to support immigrants by helping them achieve literacy skills that promote economic and social success. Daniela is a U.S. born Mexican American who moved to Mexico to be with her parents at a young age. After returning to the U.S. to complete high school and pursue a career, Daniela needed assistance with strengthening her English language skills and came to BRLC to connect with a tutor. After working with a tutor, she quickly accomplished her goal of passing the Certified Nursing Assistant (CNA) exam with a high test score. Because of this accomplishment, her employer granted her a raise. She continues to work with a tutor at BRLC as she works toward her goal of becoming a nurse, creating greater opportunity and financial freedom in her life.



BASIC NEEDS/CRISIS SERVICES

United Way believes that every person deserves the dignity of being able to fulfill their basic needs. By providing food, medical assistance, and crisis services to Henderson County residents in need, we are helping our neighbors take control of their lives and create a better tomorrow for themselves and their families.



MountainCare - Adult Day Services

MountainCare's award-winning Adult Day Center in Henderson County provides a safe and enjoyable space for aging and impaired adults to stay active and engaged during the day, giving caregivers peace of mind as they manage their other responsibilities.

Robert is a 70-year old man living in a veterans' foster home. Before enrolling in the Adult Day Center, he rarely left his room. When he started coming to the Center in August of 2021, Robert began engaging verbally, developing strong friendships, sharing stories about his time in the service, and making jokes during group activities. After many months of remaining sedentary in bed, Robert now enjoys exercise and active games with just a bit of encouragement.

MANNA FoodBank Packs for Kids Year-Round

Right now, there are over 7,000 children in Henderson County who rely on free and reduced cost school meals during the school year. Many of these children face weekends where they do not have enough to eat until next Monday's breakfast at school. MANNA FoodBank is committed to ensuring that they do. Every Friday, a bag of nutrient-dense food is given to hundreds of local school kids in Henderson County to ensure they do not go hungry over the weekends.

During the pandemic, MANNA faced challenges in distributing MANNA Packs due to school closures and CDC restrictions. To compensate, MANNA utilized alternate distribution methods to support the nutritional needs of children in Henderson County, distributing MANNA packs to convenient drop-off points, by school bus, or mobile deliveries by partner agencies. Remarkably, even amidst Covid surges, MANNA still managed to deliver 15,020 MANNA Packs to 16 schools in Henderson County, providing 580 children with healthy food over the weekends.



2021 DAY OF ACTION

United Way spearheaded an effort to collect and distribute a personalized thank you card for each one of the staff members in HCPS schools and for our local early childhood educators. A total of 46 groups and individual volunteers personalized, stuffed, and labeled the 2,000 thank you notes. Many volunteers reached out to their family, neighborhood or workplace colleagues to help complete their cards, making this a community-wide effort to say thank you to each of our local school personnel including teachers, bus drivers and cafeteria staff. United Way staff delivered the cards in person to 29 school and district sites on Tuesday, December 14th so staff would have them prior to the holiday break.



2022 DAYS OF CARING

During our 2022 Days of Caring, 32 service projects at 20 Henderson County nonprofit agencies were completed by 355 individuals contributing 1,375 hours of volunteer labor. The value of the hours donated by the volunteers is equivalent to a contribution of \$39,424. Days of Caring coincides with the National Association of Letter Carriers Stamp Out Hunger food drive where carriers across the county collect donations as they deliver mail. Once the carriers return to the mail service center, a team of Days of Caring volunteers unload the non-perishable items and repack for delivery to food pantries operated by Interfaith Assistance Ministry, The Salvation Army, and The Storehouse. In total, citizens donated almost 30,000 pounds of food that was distributed to Henderson County families in need

Thank you to our 2022 Days of Caring Sponsors!



Gold



PUBLIX SUPER MARKETS
CHARITIES

Silver



Bronze



Copper

Optimum

PEPSI

PARTNERSHIPS AND COMMUNITY COLLABORATIONS

While grantmaking to local partner agencies is a key part of what we do, United Way of Henderson County's community impact work goes far beyond funding. We offer leadership or support to many different community groups and initiatives. Our bird's eye view of community issues means we serve as a key leader in important community collaborations and partnerships that work together to make life better for everyone in Henderson County.

Pisgah Health
Champions
Advisory Group

Behavioral
Health Summit

Hendersonville
Connections Center

Committee for
Activity and
Nutrition (HCCAN)

Advocacy for local
nonprofits to receive
American Rescue
Plan Act funds



Emergency Food
and Shelter Program
(EFSP)

Henderson County
Partnership
for Health

Hendersonville /
Henderson County
Homeless
Resource Team

WNC United Way
CEO Group

Nonprofit CEO and
Staff Forums

EQUITY AND INCLUSION

For almost 70 years, United Way of Henderson County has worked to bring positive change by fighting for the education, financial stability, and health of every person in our community. Equity and inclusion are at the heart of our efforts to reduce disparities and advance the common good. We are committed to improving equity within our organization and throughout our community

In December 2021, the United Way of Henderson County Board of Directors unanimously approved this statement as a guiding principle of our work:

- ▶ We **RECOGNIZE** structural racism, ethnic discrimination and other forms of oppression have contributed to racial disparities in our community in the past and persist in the present.
- ▶ We **ACKNOWLEDGE** these disparities are the result of policies and practices that systematically work to marginalize entire populations.
- ▶ We **CONDEMN** any form of racism and ethnic discrimination that undermines the well-being and vitality of our community.
- ▶ We **COMMIT** all our efforts and assets to create a more equitable community by co-creating solutions to ensure everyone has the resources, support, opportunities and network they need to thrive.



Our equity work is an ongoing process. Over the past year, we have begun an internal assessment that has resulted in:

- I. the creation of a Diversity, Equity, and Inclusion Board Committee
- II. revisions to our internal policies and procedures
- III. changes to our HC2025 goals and objectives
- IV. equity-oriented adjustments to our grantmaking processes

United Way has provided funding and staff support to the Henderson County Racial Equity Collective (now the WNC Racial Equity Collective), and provided half-day and two day trainings from the Racial Equity Institute to staff, board, and representatives from other Henderson County nonprofits. We will also be sponsoring an equity training series this fall designed for nonprofit organizations that want to learn practical strategies for building equity into their programs and services.

RISING LEADERS

UWHC's Rising Leaders Program has been cultivating the next generation of volunteer leaders in Henderson County for over ten years. This seven-month program educates participants in the critical skills needed to serve on a nonprofit board of directors, and culminates with a "speed-matching" event to introduce graduates to local agencies.

This year's participants stayed with us through a pandemic-induced mixture of virtual and in-person sessions, learning skills like fundraising, marketing, governance, financial oversight, and equity in nonprofits. And after two years with limited opportunities to meet new volunteers, our local nonprofit friends were more eager than ever before to meet our graduates and put them right to work!

Our generous Rising Leaders sponsors, WNC Bridge Foundation and Carolina Village, help ensure that the program remains free of charge for all participants. To learn more about the Rising Leaders Program, contact skowalak@liveunitedhc.org.

Gold Sponsor



Silver Sponsor



Rising Leaders Class of 2021-22

These leaders are well-equipped and ready to serve!

Tamara Bernazky-Alm
Charles George VA Medical Center

Jesse Boeckermann
Catholic Charities Diocese of Charlotte

David Boeke
Van Winkle Law Firm

Cassady Dillin
Henderson County Public Schools

Rosie Dugan
Berkshire Hathaway HomeServices

Carmen Gentry
HealthPro Heritage Healthcare

Corinne Gerwe
Mountain Page Theater

Tracey Gruver
Thrive

Nubia Guido
United Federal Credit Union

Rene Hernandez
True Ridge

Samantha Jamison
Smart Start Partnership for Children

Carole Kitchen
Pardee UNC Healthcare

Tanya Ledford
Expert Academic Coaching

Eris Lowdermilk
Blue Ridge Service Corps

Allen McCullough
Blue Ridge Community College

Taylor Roberts
WNC Bridge Foundation

Ruth Rodriguez
True Ridge

One call to NC 211 Accesses Wrap-Around Services

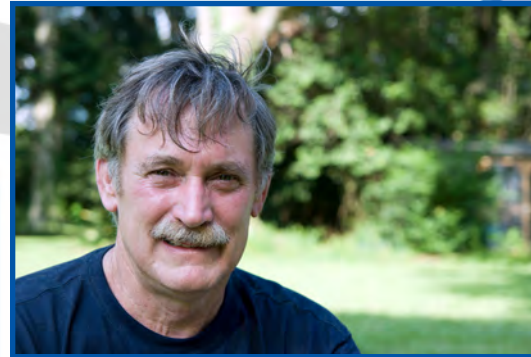
NC 211 is an information and referral service provided by United Way of North Carolina. Families and individuals in all 100 counties in North Carolina can call to obtain free and confidential information on health and human services within their community. Available in most languages, NC 211 is open 24 hours a day, seven days a week, 365 days a year.

In the past year nearly 2,000 Henderson County residents contacted 211 to request assistance with housing and shelter, food, healthcare or addictions, employment, child care, transportation, education, and emergency support. The skilled operators were able to help each caller find resources right here at home.

Call 211 or visit www.nc211.org to get help today.



FOOD ASSISTANCE



Joe was in a good place, working hourly at a job he loved and managing his daily life comfortably. But it all changed suddenly. Joe suffered a stroke and lost his ability to work. Soon, that loss was threatening his daily existence, until he remembered a helpful tip he learned from United Way of Henderson County.

"2-1-1, that's the number! I called to find out if I could get help with my rent and discovered there was more help available. The operator asked me a few questions about my situation and I was connected to rent assistance and learned about other local organizations that could help me solve other needs. A local church provided firewood to keep my wood stove going. I received food, and clothes, and boots to keep my feet warm and dry, and I never lost my utilities. Now that I am on the mend, I'm getting back to work and on my feet. I would never have made it without 2-1-1 connecting me to local people who gave me care and comfort."

WOMEN UNITED



Women United connects and engages women who want to make a significant impact in our community. By contributing \$1,000 or more annually to United Way, WU members can take advantage of organized volunteer initiatives, community education, and networking opportunities. A step-up program is also available, visit our website at liveunitedhc.org/women-united for details.

Quarterly Giveback Opportunities:

Women United members designate a specific nonprofit agency to benefit from quarterly giveback opportunities at their social events. This past year, the following agencies received these donations:

Children and Family Resource Center:
\$2,732 in donated diapers and baby supplies

Emergency Clothing Drive valued at \$4,532

Crossnore Communities for Children:
\$761 in new children's books for foster children

The Storehouse Blessings in Boxes Program:
\$6,375 in holiday gifts purchased for 50 children



Women United is sponsored by:



Backpack sponsorships provided by:



Quarterly Food Sponsorship provided by:

C. Edwards Group, Inc.

First Bank

Four Seasons

Southern Alarm & Security

GEM, an after-school program for girls designed to increase self-esteem and school success, is Women United's signature initiative in our community. GEM sessions focus on educating the girls about career planning, inner beauty and self-confidence, financial health, manners and etiquette, education options, and future dreams. In 2021, Women United members served the GEM programs as guest speakers, volunteers, mentors, and a few even became pen pals. A total of 40 GEM girls received educational presentations from a variety of local women professionals, enjoyed tours of downtown women-owned businesses, and received self-care kits and backpacks filled with school supplies. The girls also completed their GEM experience with a long-awaited dream-board session and celebration.

Networking Opportunities:

Women United members value the chance to engage and learn from one another. In 2021-22, WU members enjoyed an in-person Annual Meeting and Summer Art Party in June, a virtual Fall Kickoff Gathering in September, and the Blessings in Boxes Holiday Party in December. At the second annual Sip & Learn held in April, Women United members enjoyed the opportunity to hear directly from leaders at the Boys & Girls Club and Smart Start Partnership for Children about the impact of their gifts for these agencies.



WOMEN UNITED MEMBERS

Tammy Albrecht
 Kara Ashley-Gilmore
 Patti Baker
 Joyce Biddix
 Ruth Birge
 Lisa Bryant
 Suzanne Camarata
 Kat Carlton
 Pauline Carpenter
 Pamela Combs
 Anna Conner
 Laura Crago
 Cricket Crigler
 Judy Cyphers
 Beverly Dillon
 Jane Dupont
 Beverly Edgell
 Teresa Edwards
 Sue Fazio
 Kelly Ford
 Robin Giblin
 Kelly Hart
 Donna Hastie
 Christa Hemans
 Kandi Hendricks
 Teresa Herbert

Anna Hicks
 Sherri Holbert
 Amy Lynn Holt
 Nan Jennings
 Sharon Johnson
 Kendall Jones
 Marcie Kane
 Janice King
 Sarah Kowalak
 Renee Kumor
 Kathleen Kurke
 Darla Lindeman
 Rosa Loftis
 Denise Cumbee Long
 Gayle Mair
 Julie Mallett
 Beth McCann
 Kathryn McConnell
 Jean McGrady
 Susan McKenney
 Kimbela McMinn
 Karen Milford
 Robin Morgan
 Elizabeth Moss
 Gretchen Nicholson
 Barbara Platz

Rebecca Poplin
 Paige Posey
 Elizabeth Redden
 Johnna Reed
 Jeanne Reno
 Charlotte Riddle
 Sissy Rogers
 Trina Rushing
 Pamela Sacco
 Melissa Saltz
 Nancy Shaffer
 Linda Showalter
 Kelley Singer
 Diane Skillman
 Sarah Swartz
 Lynne Taylor
 Sharon Tirrell
 Betsy Toner
 Barbara Volk
 Fair Waggoner
 Sharon Waldbillig
 Brenda Wilkerson
 Lauren Wilkie
 Malisia Wilkins
 Christa Willey
 Melissa Witmeier

SMALL BUSINESS LEAGUE AND BEARFOOTIN' BEAR

United Way of Henderson County Small Business League (SBL) members are an important family of donors who are vital to helping us meet the needs of our community. By contributing \$84 a month, these businesses are making a lasting investment every day in the education, financial stability, health and basic needs of neighbors throughout Henderson County.

League members also support a special league-voted initiative each year. In 2021 our League voted to support the workforce behind the workforce by providing the Children and Family Resource Center with funding for their Early Childhood Workforce Development Program. These funds supported the costs for six participants to attend an early education class at Blue Ridge Community College. All six participants graduated the program and successfully gained employment at early education centers, helping to alleviate the childcare shortage in our community.

If you are interested in learning more about how your small business can make a lasting impact in our community, please contact Kat Carlton at kcarlton@liveunitedhc.org.

Yona Raises \$7,700 for United Way and Downtown Hendersonville in 2021 Bearfootin' Bear Auction

Each year we look forward to seeing what local artists design for our Bearfootin' Bear, an annual opportunity that raises important funds for local nonprofits in Henderson County and Downtown Hendersonville. Yona takes her name from the Cherokee word for bear. The bear was a powerful symbol in Cherokee culture, known for its strength and wisdom. In stories, the bear sometimes came to the aid of the Cherokee people when they needed an ally. Yona is a shining example of the strength of our mountain community. She is also a reminder that United Way is here to help people who are struggling. There are times when we all need a protector and ally. Yona is a she-bear who tells us to use our strength to make life better for others.

Thank you to BMW of Asheville for sponsoring Yona, and to Miriam Hughes and Laura Bell for their gifted bear artistry.



2021 Small Business League Members



CAMPAIGN GOLD SPONSORS



AdventHealth promises to provide whole-person care – body, mind and spirit – to every person, every time. In addition to meeting the health and wellness needs within its hospital and more than 40 medical offices, AdventHealth and its team members take the promise into the community through its partnership with United Way. AdventHealth has a mission of Extending the Healing Ministry of Christ which enables it to team up with United Way through corporate support, employee giving and volunteerism.



AdventHealth team members Live United to help our community during the 2022 Days of Caring.

"AdventHealth is honored to join United Way to be a united resource for people across our community. This is a long-lasting relationship that has allowed us to come alongside United Way to support programs that benefit the whole-person, just like our care at AdventHealth. We have seen the relationship grow stronger as we've teamed up to meet needs brought on by the pandemic and beyond. It is exciting to grow this relationship and find new ways to help people across Henderson County feel whole."

Scott Miller, AdventHealth Hendersonville Chief Operating Officer



Wilsonart continues to lead the way in supporting United Way and our community. Their longstanding partnership through the years has resulted in a total investment of more than \$2.5 million to support the health, education, financial stability and basic needs of their neighbors here in Henderson County. Whether it be fielding volunteers for Days of Caring, providing corporate sponsorship support, or engaging employees in United Way campaigns that consistently reach the highest overall total for employee giving in our area, Wilsonart demonstrates a spirit of corporate philanthropy that makes a big impact and is greatly appreciated.



Wilsonart employees volunteered at Hendersonville Rescue Mission during our 2022 Days of Caring.

"Wilsonart has been a part of this community for over 43 years. Through these years, Wilsonart and our employees have supported United Way through corporate partnerships, employee giving campaigns and volunteerism. United Way is the perfect vehicle for Wilsonart and our employees to give back to the community we are so proud to be part of."

Tammy Albrecht, Wilsonart Director of Operations, Fletcher Plant

CORPORATE SPOTLIGHT

Each year, we work hand in hand with industry partners to create lasting solutions in our community.

The companies listed on this page give generously to United Way through sponsorships, employee giving campaigns, in-kind gifts and corporate gifts, and we thank them for their support.

Congratulations to our 2021 Campaign Award Recipients

Employee Giving Award
Wilsonart

Outstanding Campaign Giving Award
Meritor, Inc.

Live United Award
Publix #1586 Hendersonville

Rise United Award
Dampp-Chaser Electronics Corporation

2021 Community Champion Award
Kimberly-Clark Corporation

Gold Campaign Sponsors



Bronze Campaign Sponsor



Gifts in Kind

Cricket Crigler
Flat Rock MultiMedia, LLC
A Growing Conern
Hulsey Media, Inc.
Microsoft - Tech Soup
Southern OM Hot Yoga
Times-News
Triangle Stop Food Stores
Vulcan Materials
World Market
WTZQ 1600 AM



OUR WEEKLY UNITED WAY MOMENT IS BROUGHT TO YOU BY

"Crate Wine Market & Project is proud to sponsor WTZQ's United Way Moment, an informative resource for our community here in Henderson County."

~ Nicole Baumann, Owner of Crate Wine Market & Project



2021 Organization and Employee Giving

Abbott Laboratories	Deloitte - SPC	Kimberly-Clark	Southern OM Hot Yoga
Advanced Technology Services	Dodge Mechanical Power	Lazy Otter Outfitters	The Free Clinics
AdventHealth Hendersonville	Transmission Comp	M. B. Haynes	The French Apron
AgFirst Farm Credit Bank	Dogwood Health Trust	Mast General Store	Thermo Fisher Scientific
AmazonSmile Foundation	Dominion Energy	Mercy Urgent Care	Thrive
AT&T	Downtown Hendersonville, Inc.	Meritor, Inc.	Times-News
Baird Foundation	Duke Energy	Microsoft - Tech Soup	Triangle Stop Food Stores
Beckman Coulter, Inc.	Eaton Electrical	Milkco, Inc.	Truist Bank
Berkshire Hathaway Guard	Edward Jones - Brevard Rd	Mills River Presbyterian Church	U.S. Cellular
Beverly-Hanks & Assoc.	Elkamet	Morrow Insurance Agency	United Community Bank
BGW, CPA	Emergency Food and Shelter Program	Mountain Area Health Educ Ctr	United Federal Credit Union
Blue Cross Blue Shield SC	Exxon Mobil Corporation	MAHEC	United Parcel Service
Blue Ridge Community College	Fazio Golf Course Designers	Mountain Creative Arts Counseling	United Way of Greater High Point
Blue Ridge Health	Fed Ex Ground - Fletcher	MountainCare	United Way of Greenville County
Blue Ridge Literacy Council	First Bank	Nationwide Insurance	United Way of Henderson County
BMW of Asheville	First Citizens Bank & Trust	OnTrack Financial Education	United Way of the Midlands
Boys & Girls Club	First National Bank	& Counseling	United Way Worldwide
Builders FirstSource	Flat Rock MultiMedia, LLC	O'Reilly Auto Parts	UnitedHealth Group
Burlington Northern	Fluor Foundation Matching Funds	Pardee UNC Health Care	Van Winkle Law Firm
Sante Fe Foundation	Four Seasons CFL	Peak	Vulcan Materials Co.
C. Edwards Group, Inc.	Gaia Herbs	Pepsi-Cola Bottling Company	Walmart
Calvary Episcopal Church Food Pantry	Giving Foundation, Inc	PNC Bank	WestRock
Carolina Alliance Bank	Goldsmith Molis & Gray, CPA	Princess House	WGLA Engineering
Carolina Village	Habitat for Humanity	Printpack, Inc.	Wild Birds Unlimited
Caterpillar Inc	Harris Teeter #379	Pro Electric Motor Service Inc	Wilsonart International
Chamber of Commerce	Haynes Wire International	Publix	WNC Bridge Foundation
Champion Comfort Experts	HCA	Raymond James Financial	World Market
Children & Family Resource Center	Helping Hand Developmental Center	Reaben Oil Co.	WTZQ 1600 AM
City of Hendersonville	Henderson County Government	Safelight	
Colton Groome	Henderson County Public Schools	SC Vocational Rehabilitation Dept	
Community Foundation	HomeTrust Bank	Schneider Electric	
of Henderson County	Horizon Heating and Air	SECC - State Employee	
Continental Automotive Systems, Inc.	Housing Assistance Corporation	Combined Campaign	
Cooper Construction	Hulsey Media, Inc.	SELEE Corporation	
Council on Aging	IBM	Smart Start Partnership for Children	
Current	Interfaith Assistance Ministry	Southeastern Container, Inc.	
Daikin America	James H. Cummings Foundation	Southern Alarm & Security	
Dampp-Chaser Electronics	Johnson & Johnson	Southern Appalachian Brewery	

LEAVING A LEGACY

Legacy Circle We are proud to recognize these generous individuals who have included United Way in a will or estate:

<p>Anonymous - UWHC Fund Gay Burgess Blazey, Joy D. Blazey and Frank E. Blazey Jr. Fund* Ruth Birge Judy and John Hansen</p>	<p>William and Donna Hastie Vicky Lieber Normac Humanitarian Fund Barbara and Yorke Pharr Chester W. and Virginia G. Phillips Fund*</p>	<p>Patsy Reeves Estate* Vina L. and Richard C. Sauer Fund* Everett and Ellen Stone Fund* Elizabeth Warrick* <i>*deceased</i></p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

When you give to United Way of Henderson County, you make the impact you want to make in your community.

Stock Gifts	IRA QCDs	Planned Giving
<p>Making a gift of appreciated securities is a great way you can make a difference in our community.</p> <p>Donated assets such as stocks and mutual funds may provide you with an income tax deduction based on the fair market value of the gift and eliminate all capital gains taxes. Please consult with your tax advisors for specific tax advice when giving securities.</p> <p>To donate shares of stock you may electronically transfer through your broker to United Way account 258-07842-1, DTC# 0057 at Edward Jones 828-692-0237. If you would like to notify us that a stock donation is being initiated, please call 828-692-1636 or email Robin at rmorgan@liveunitedhc.org.</p>	<p>Are you 70 ½ or older with a traditional IRA? If so, you may be eligible to make a tax-free gift from your IRA called a Qualified Charitable Distribution (QCD)! QCDs are always tax-free, regardless of whether or not you itemize deductions on your tax return.</p> <p>Our partnership with FreeWill provides an easy way to make your QCD gift quickly and hassle-free by beginning your forms online. You can also choose to print the forms to complete by hand or transact the gift over the phone with your financial custodian. Visit Freewill.com/UnitedWay</p>	<p>Making a planned gift to United Way is a rewarding way to make a lasting impact. Your legacy gift will support United Way far into the future and help improve lives and community conditions for generations to come.</p> <p>Name United Way of Henderson County as a Beneficiary:</p> <ol style="list-style-type: none"> 1. In your Will 2. Of a Retirement Plan 3. Of an existing or new Life Insurance Policy <p>We know many of you may already have estate planners that can easily help add your desire to support United Way of Henderson County to your estate plan. If you would like free access to these types of forms and tools, visit FreeWill.com/unitedway.</p>

For more information about ways to give, visit www.liveunitedhc.org/waystogive.

We encourage you to speak with your professional advisor about these and other options. To learn more, please call Executive Director Denise Cumbee Long at 828-692-1636 x1109, or email dlong@liveunitedhc.org.

LOYAL DONORS

United Way of Henderson County recognizes and celebrates individuals who have supported United Way for 25 years or longer. Through their dedication to United Way, they have demonstrated a personal commitment to improving the lives of every person in our community.

Anonymous (16)
 Tammy Albrecht
 Shawn and Sheila Alexander
 David E. Anderson
 Richard and Jennifer Armstrong
 Robert and Kathleen Armstrong
 Robert E. Baker
 Melissa J. Ballard
 Ann Bauer
 Harold and Janet Beam
 McCray Benson
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 Jean Yount



"I began giving to United Way in 1982, when I was in my first full-time job as a nurse. Over time, I've engaged more deeply by chairing employee campaigns, serving as a board member, and even chairing United Way's Resource Development Committee. But throughout, my motivation has remained the same, which is to positively impact the human condition in my community. I've always felt this is the natural extension of being a healthcare professional and my way of addressing the social drivers of health outside of traditional healthcare. I trust United Way to be good stewards, keeping gifts and efforts local."

*Johnna Reed, Pardee UNC Health Care
 Chief Administrative Officer*

LEADERSHIP GIVING



We extend our sincere appreciation to the Tocqueville Society members of United Way of Henderson County. These philanthropic leaders are creating lasting community change through generous investments of \$10,000 or more each year.

William C. Beck

Beverly Dillon

Tom and Susan Fazio

Henry Johnson

B.J. and Linda Klein

Donald and Carol Lovett

The McGrady Family

Chuck & Jean, Mike & Martina, & Kathy

John and Doreen McTigue

Darrell Menscer and Faith Baker

Dave and Nancy Shaffer

Nick and Merrie Carol Weedman

The Ochlawaha Society is made up of leadership donors who invested at least \$1,000 in our 2021 Campaign, making a significant impact in Henderson County.

FRENCH BROAD RIVER

\$5,000-\$9,999

Anonymous (1)
Mary Louise Casey
Norris and Cricket Crigler
Lowry and Anne Hobbs
Keith and Barbra Love
Kevin Marsh
Charles and Francoise Riecker
Emma-Jo and Robert V. Staton
Timothy and Melissa Ward
Dirk and Paige Willms

MILLS RIVER

\$2,500-\$4,999

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Jon Eric Anderson
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J. Hall and Sonja Waddell

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\$1,500-\$2,499

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Ken and Lynn Adams
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Linda and Harold Showalter
Kelley B. Singer
Nancy G. Snowden
Kenneth Stack
Bill and Jane Swafford
Barbara Volk

HOOPERS CREEK

\$1,000-\$1,499

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Ray, Brittany
and Savannah Adams
David and Maureen Adams
Tammy Albrecht

LEADERSHIP GIVING

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Kathryn and Danny McConnell
Neal and Susan McKenney
Anthony and Kimbela McMinn
Rick and JoAnne Merrill
Jeff and Tamara Miller



"One of Hendersonville's greatest strengths is our nonprofit community. I rely on these agencies to support my neighbors in need and make our town an even better place to live."

*Barbara G. Volk, Mayor
City of Hendersonville*

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and Bill Moss
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Don and Lauren Wilkie
Chris* and Malisia Wilkins
Christa Willey
Sandy Williams
Paula Willits
Gail and Jerry Zink

**deceased*

\$500-\$999 DONORS

We thank these donors who made generous gifts of \$500-\$999 to the 2021 Annual Campaign.

Anonymous (35)
Robert Adermach
Fabricio Alas
Shawn and Sheila Alexander
Timothy Alexander
Chuck Allison
Lisinia Alvarado
Veronica Alvarez Rodriguez
John Anders
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William Hathaway Ashton Jr.
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Robert Smith
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Leonard and Linda Snyder
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William Willis
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Alicia Wise
Everett Keith Worley

MANY THANKS



THANK YOU TO OUR 2021
CAMPAIGN CO-CHAIRS

Ernest and Tracy Humphries

"Our community service has shown us that there are many needs in our area and United Way is able to provide a path to filling gaps and creating lasting positive change. But, we could not complete this great work without the help of many generous citizens - people just like you."



Rob and Ginger Cranford Community Service Award

In recognition of outstanding contributions to the people of Henderson County

Ronnie and Roxanna Pepper

"Henderson County is a very special place for us. We do what we do because of our faith and because we also believe in humanity. We have been encouraged and nurtured by leaders in our community, and we want to do the same for others. Team work is the key to living in harmony. Our community is not supported by one person or by one group but by all."

2021 Cranford Award sponsored by
Morrow Insurance Company



Edward C. Brisley, Jr. Award

In recognition of hard work, dedication, and outstanding volunteer service

Henry Johnson

"As a retired career Air Force officer, I appreciate efficiency and commitment to a mission. They do an incredible job identifying and responding to community needs. Over the past 23 years, I have served as a board member, executive director, longtime donor, and close friend of our United Way. I truly believe in the power of coming together to create positive change."

2021 Brisley Award sponsored by
Ken Adams - Edward Jones

PROGRAM EVALUATION PANEL MEMBERS

Community Impact Council Members	Education	Financial Stability	Health	Basic Needs/ Crisis Services
Trina Rushing Kyle Bartley Barbara Platz Pauline Carpenter Jan Witte	Pauline Carpenter Marty Mann Kirsten Bunch Colin Larsen Annette Dubrouillet Michael Willey Ellen Cain Ginger Brown Sandra Tolson	Barbara Platz David Setzer Christa Hemans Octavia Dunbar Samantha Jamison Amy Lynn Holt Pam Combs Tom Murrill David Dowd Brenda Wilkerson	Kyle Bartley Lyndsey Simpson Kevin Todd Marcus Jones Jean McGrady Kathleen Kurke Angela Prodrick	Jan Witte Lois Kemper Cricket Crigler Kimbela McMinn Sharon Terrell Diane Skillman Rubi Pimentel Shelby Lands Jonathan Temple Debi Gould Kaye Brownlee

2021 Grant Support

Dogwood Health Trust
Henderson County Government
James H. Cummings Foundation
Truist Foundation
United Way Worldwide

2021 LOANED EXECUTIVES

Kirsten Bunch
Blue Ridge Community College
Bryan Byrd
Keller Williams Realty
Pauline Carpenter
Resource Corporation of America
Carrie Ann Chandler
Smart Start Partnership for Children
Todd Gothberg
AdventHealth
Mark Morse
MNS Consulting Services LLC
Mike Willey
Hatteras Capital Advisors & The Second Act

FINANCIAL STATEMENT

Statement of Financial Position For Fiscal Year Ending June 30, 2021

Statement of Financial Position
For Fiscal Year Ended June 30, 2021

Assets	
Cash and cash equivalents	695,815
Accounts receivable	100,895
Pledge receivable, net	407,010
Donated lease receivable	168,700
Prepaid expenses	8,084
Beneficial interest in assets held by others	539,529
Life insurance cash surrender value	54,874
Property and equipment, net	106,431
Total assets	<u>\$ 2,081,338.00</u>
Liabilities and Net Assets	
Liabilities:	
Allocations and designations payable	579,916
Operating payables	4,517
Accrued expenses	25,249
Total liabilities	<u>\$ 609,682.00</u>
Net Assets:	
Unrestricted net assets	
Unappropriated	1,062,039
Board appropriated	240,917
Temporarily restricted	168,700
Total net assets	<u>1,471,656</u>
Total liabilities and net assets	<u>\$ 2,081,338.00</u>

Note: The summary above has been extracted from the FYE June 30, 2021 audited financial statements prepared by Goldsmith Molis and Gray PLLC and primarily reflects the 2020 campaign activity. These statements, accompanying notes integral to the statements, and the Independent Auditors' Report should be taken in their entirety. The full audit statement along with the 990 are available at liveunitedhc.org.



United Way of Henderson County

722 5th Avenue West
Hendersonville, NC 28739

PO Box 487
Hendersonville, NC 28793
828.692.1636
liveunitedhc.org



**United Way
of Henderson County**

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