

United Way of Henderson County (UWHC) organizes and mobilizes community resources to improve lives of Henderson County residents. UWHC's community impact is much more than the funds raised and distributed to local organizations. Through the years, we have been a trusted community leader, convening conversations on key issues, leveraging additional support through volunteer, in-kind and non-cash contributions, and moving the needle on targeted issues. When accounting for all funds raised and additional resources leveraged, UWHC is able to produce approximately one dollar of community impact for every dollar donated.

United Way received two large bequests with revenue recorded in a prior fiscal year. The board determined to use these bequests toward expenses for a 3 year period. Therefore, in 2019-20, \$200,000 in expenses was paid from prior year revenue. When accounting for this prior year income, as well as sponsorships that helped cover some fundraising costs, the overhead calculation based on cash income and expense listed in the 990 is approximately 7.9% for management and general expenses and 5.9% for fundraising expenses for a combined total of 13.8%.

UWHC's work to assist the community consists of various types of resources. These resources are made up of both cash and non-cash contributions that are leveraged to help meet the needs of the community. The numbers outlined in the tax return deal purely with the cash portion. Adding the value of this additional community support to UWHC's cash investment puts United Way's total community impact at over \$2.16 million. This means that every donor dollar contributed to UWHC generates approximately an equal amount of positive impact in our community. It includes allocations to 39 community service programs, direct-pay designations from donors to community agencies, strategic initiatives, volunteer initiatives, United Way community impact work and sponsored programs such as 2-1-1, Women United, Rising Leaders, and Charity Tracker. In addition to this, UWHC also adds significant value to our community through work which is not listed in the cash reporting lines of the 990 or considered in overhead calculations. This work is accomplished through various non-cash contributions of goods, services and collaborations. Gift in-kind, or non-cash contribution of items and collaborations, provide support to people in our community in the form of other assistance and savings. It includes things such as contributions of school supplies, food, books and clothing along with prescription savings through Familywize, people receiving assistance from the Emergency Food Program, value of volunteer hours in strategic initiatives, etc. These services would not have happened without United Way. Read below for more details on the cash and non-cash contributions that UWHC was able to provide in 2019-20.

In order to provide additional support during the pandemic, UWHC opened the Henderson County COVID-19 Response Fund in March 2020 in collaboration with Community Foundation of Henderson County. The Fund was created to support frontline emergency needs related to the economic and health crisis. As of June 30, 2020, the Fund had raised \$420,142 and distributed \$319,270 to 37 local agencies. United Way quickly moved to address the new and emerging needs created by the pandemic through the financial support provided from the Response Fund, as well as through promotion of NC 2-1-1, and the use of Volunteer Hendo as a community hub for agencies seeking additional volunteer support.

UWHC also provided high-impact services and savings to people in Henderson County. Familywize prescription discount cards helped 2,798 local residents save a total of \$235,883 in prescription costs. Narcan vouchers provided by Familywize to assist those struggling with opioid addiction are valued at over \$6,500. NC 2-1-1, United Way's information and referral helpline, responded to 3,684 calls from Henderson County residents and directed them to resources where they could find food, shelter, or health care or help paying mortgage, rent or utility bills. The value of this work cannot be overstated.

Volunteers are also a tremendous non-cash asset. UWHC had the help of over 881 volunteers during 2019-2020, who provided over 5,400 hours or over \$138,000 worth of volunteer hour value to improve the community. UWHC hosted a community-wide volunteer event –Day of Action- in August of 2019, Bringing 500 volunteers together in support of our local schools. These volunteers completed painting, landscaping, and cleaning projects at 22 public schools in Henderson County. Participants also donated \$12,184 worth of school supplies and non-perishable food (1109 pounds) for students in need. In addition to our major volunteer event, UWHC's online volunteer matching program, Volunteer Hendo, has assisted many local nonprofit agencies in recruiting needed volunteers. This web-based program connects potential volunteers with one-time or ongoing volunteer needs at Henderson County non-profits. As of June 30, 2020, 2227 Henderson County residents were registered on the site, with 95 participating nonprofit agencies.

Women United, a Leadership Giving Affinity Group, had a busy fourth year. During the 2019-20 year, membership grew to 80. These women continued to support Girls EMpowered (GEM), an after-school opportunity for at-risk fifth grade girls at Upward and Hillandale Elementary schools and expanded the GEM to Hendersonville Middle School making the program accessible to 6th, 7th and 8th grade girls. The GEM program provided a total of 55 girls with sessions on career development and self-esteem, and a new feature of GEM, a downtown tour of women-owned businesses. Although two of the programs were cut short due to the pandemic, WU members were still able to distribute backpacks to the elementary school girls valued at \$2,900. The group also collected books for foster care families valued at \$612, emergency clothing items for school children valued at \$1,103, and toys and clothing for 52 families over the holidays valued at \$5,200.

UWHC has received donated office and meeting space from Kimberly-Clark which has been a tremendous benefit. In turn, UWHC, is able to provide low cost facilities to two other non-profit agencies at our former building at 722 5th Avenue. During 2019-2020, Believe Child Advocacy Center and Smart Start rented space at the 722 5th Avenue building.

UWHC received gifts in-kind valued at over \$190,000. This covered things such as printing, supplies and various media resources such as newspaper and radio. Additionally UWHC secured corporate sponsorships totaling over \$56,500 which help cover the cost of campaign, events and operational items. This means that more dollars from donors go directly to programs and services to those in need.

The Rising Leaders initiative is a UWHC Program designed to develop the next generation of community leaders and board members for Henderson County non-profit organizations. Participants attend an introductory teambuilding session and 6 informational sessions. In 2019-20, nineteen Rising Leaders completed the program, and many have been recruited to serve on local boards.

Born Learning Trail is an education activity program. It promotes learning in a fun and interactive way while boosting language, reading, problem solving and critical thinking skills. It offers families a place to be active, elevate awareness of early childhood education and be a visible symbol of the community's commitment to young children. UWHC supports two Born Learning Trails, one on the Ochlawaha Greenway, a popular walking and bicycling trail for local families, and our original Born Learning Trail at Mills River Park.

Charity Tracker is a community-wide, UWHC sponsored initiative to allow direct service non-profits to track and coordinate the services they deliver to individuals and families in Henderson County. Agencies

that use the Charity Tracker software are able to easily refer clients to other participating agencies and see what services clients have already used. In 2019, the agencies using Charity Tracker recorded a total assistance value of \$202,320 to 3,350 Henderson County households. UWHC also assisted in the rollout of NCCARE360, a new, statewide coordination system designed to streamline referrals between medical providers and nonprofit providers.

UWHC co-sponsors the Henderson County Youth Council, a group of high school students selected from throughout Henderson County who focus their efforts on community service and spreading awareness about opioid and prescription drug abuse. The Council volunteered for a December Re-Stock School Supply Drive in 2019 to collect additional needed school supplies for needy students, valued at \$400.

Additional ways that United Way helped our community include hosting OnTrack's Match Savings Program which enabled participants to create savings accounts resulting in collective savings of over \$30,000. United Way's Small Business League donated \$2,100 in transportation vouchers to assist with workforce employment transportation. A Little Library placed near the Boys and Girls Club provided \$2,000 worth of books to the community.

UWHC also convenes community conversations on important issues. In the spring and summer of 2020, United Way received feedback from funded partners and community stakeholders on our HC2025 goals so that our board could use this information for future planning. United Way also works with partners and area-wide collaborations such as the Nonprofit Forum, Nonprofit CEO Forum, Henderson County Partnership for Health, Emergency Food and Shelter program (EFSP) securing a grant for \$16,182, Henderson County Homeless Coalition, Henderson County Health Department Community Health Assessment Action Teams (Obesity, Substance Abuse, Affordable Housing) and the Behavioral Health Summit. UWHC's Executive Director also serves on the board of United Way of North Carolina.

These items are an overview of the various outreach and non-tangible items that Henderson County United Way offers to the community in conjunction with, and in addition to funds provided to programs, initiatives and agencies to improve the lives of Henderson County residents.