

United Way of Henderson County (UWHC) is in the seventh year of Henderson County 2025, a ten year plan to 1) increase kindergarten readiness and support school success for children in poverty; 2) improve financial stability and increase access to affordable housing; 3) reduce obesity rates, and encourage healthy youth behaviors. The goal is to make steady advances by creating solutions that lead to lasting change.

UWHC's cash investment to assist the community during the 2020-21 fiscal year is over \$1.439 million. It not only includes allocations to 19 local partner agencies, but also distributions through the COVID-19 Response Fund described below, 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, Small Business League and Rising Leaders. However, United Way also leverages additional community support in the form of other community assistance and savings (people receiving assistance from the Emergency Food Program, prescription savings through Singlecare (formerly Familywise), and the value of volunteer hours in strategic initiatives, etc.) Adding the value of this additional community support puts United Way's total community impact over \$2 million. See details in the paragraphs below.

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. From July 1 – September 1, 2020, the Fund raised and distributed an additional \$6,374. The Fund raised over \$439,000 in total from March 2020 - September 2020. The emergency fund ended in September 2020 and work continues around COVID recovery throughout various facets of United Way's work.

As mentioned above, in addition to the \$1.439 million cash community investment, UWHC also provided high-impact services and savings to people in Henderson County. Singlecare prescription discount cards helped 1366 local residents save a total of \$150,391 in prescription costs. NC 2-1-1, United Way's information and referral helpline, was a critically important resource during the pandemic and made 4,406 referrals to Henderson County residents, directing them to resources where they could find food, shelter, health care or help paying mortgage, rent or utility bills.

Volunteers are also a tremendous non-cash asset. UWHC had the help of almost 500 volunteers during 2020-21, who provided over 2,000 hours or over \$50,000 worth of volunteer hour value to improve the community. UWHC hosted two community-wide volunteer and fundraising events, Days of Action in October 2020, and Days of Caring during the spring of 2021. Days of Action 2020 raised funds and supplies so that all 13,000 Henderson County Public School students could receive Back to School hygiene kits containing hand sanitizer, masks, and handouts on how to stay healthy. Over 100 volunteers assembled kits in their homes or workplaces. Days of Caring 2021 raised food and funds for 13 local food pantries in Henderson County. Over \$54,000 was raised and distributed to the pantries, along with 3,100 pounds of collected food items, and 1,500 Kids' Snack Packs, assembled by volunteers. In addition to our major volunteer events, UWHC's online volunteer matching program, Volunteer Hendo, assisted many local nonprofit agencies in recruiting needed volunteers. As of June 30, 2021, 2,303 Henderson County residents were registered on the site, with 100 participating nonprofit agencies.

Women United, a Leadership Giving Affinity Group, had a busy fifth year. During the 2020-21 year, there were 78 members. 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 6th, 7th and 8th

grade girls at Hendersonville Middle School. In spite of the pandemic, the GEM program provided the participating girls with virtual sessions on career development and self-esteem. Although the programs could not be held in person due to the pandemic, WU members were still able to distribute backpacks and self-care kits to the GEM participants. The group also collected books for foster care families, and toys and clothing for families over the holidays.

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 2020-21, Believe Child Advocacy Center and Smart Start rented space at the 722 5th Avenue building.

UWHC received and used gifts in-kind valued at over \$193,000. This covered things such as donated masks and hand sanitizer, printing, supplies and various media resources such as newspaper and radio. Additionally UWHC secured corporate sponsorships totaling over \$45,000 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.

Now in its 11th year, 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. In 2020-21, sixteen Rising Leaders completed the program which was conducted virtually, 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 Ochiawaha Greenway, a popular walking and bicycling trail for local families, and our original Born Learning Trail at Mills River Park.

UWHC also assisted in the rollout of NCCARE360, a new, statewide coordination system designed to streamline referrals between medical providers and nonprofit providers.

Additional ways that United Way helped our community include United Way's Small Business League whose members contributed back to school hygiene kits for the 2020 Day of Action. .

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 over \$97,000 in grants, Henderson County Homeless Coalition, Henderson County Racial Equity Collective, Hendersonville Connection Center, Henderson County Health Department Community Health Assessment Action Teams (Physical Activity and Nutrition, Substance Abuse, Affordable Housing) and the Behavioral Health Summit.

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.