



## NEWS RELEASE

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### United Way Boosts Agency Funding by Half a Million Dollars

*Donor Generosity Enables United Way's First Significant Funding Increase Since 2010, to \$17 Million Across Five Counties*

**Charlotte, N.C., June 12, 2014** – Beginning July 1, local United Way agency funding will grow for the first time since 2010, to \$17 million – a \$500,000 increase overall.

That was the result of today's United Way board of directors vote to approve the 2014-15 funding recommendations of its volunteer-led Community Investment Councils. While some individual agencies had seen increases in prior years, overall United Way funding remained constant at \$16.5 million for the last three years.

More than half of all United Way agencies earned an increase – 47 of the 82 agencies funded by United Way across five counties. Increases were based on demonstrated community need and clear program results. Increases ranged from \$500 to \$63,200, with a median increase of \$8,000. (A full list of agency funding levels is on the next page.)

“We’ve had three successful fundraising campaigns in a row, and the consistent gains in each allowed us to achieve something big today,” said Jane McIntyre, United Way’s executive director. “Donors gave more because they see United Way taking on critical challenges like helping at-risk children in school and reducing homelessness, and serving more than 300,000 local neighbors in poverty.”

McIntyre attributed the increased agency funding to three factors:

- Meeting or exceeding the goal in back-to-back-to-back campaigns – from \$20.9 million to \$21.2 million to \$21.5 million.
- Exceptional pledge fulfillment by loyal donors – 97%.
- Controlling internal costs – United Way again came in under its board-approved budget this year.

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#### Quick Facts

- **154** trained volunteers participated in the Citizen Review Process
- **82** agencies were reviewed for United Way funding, serving more than **300,000** women, men and children across a five-county region
- **\$17,000,000** total distribution to local health and human service agencies, starting July 1
- **47** agencies received an increase, expanding or strengthening **71** successful programs

- **20 agencies** saw an increase of **\$10,000** or more; **5** of them rose by **\$35,000** or more:
  - **Salvation Army of Greater Charlotte** – \$63,200 increase – to help fund the 64-bed expansion of the Center of Hope (\$30,000); open a second Boys & Girls Club in Union County (\$20,000); and add a computer learning module for Boys & Girls Clubs in Mecklenburg (\$13,200)
  - **YMCA of Greater Charlotte** – \$48,343 increase – to expand the Y Readers program to two additional elementary schools (\$40,343), and for a seniors program focused on diabetes prevention (\$8,000)
  - **The Center for Community Transitions** – \$47,500 increase – to implement the job readiness curriculum developed for six agencies by the Workforce Development Task Force (\$40,000), and expand the Empowering Kids with Incarcerated Parents program to four additional schools (\$7,500)
  - **Charlotte Community Health Clinic** – \$37,440 increase – to increase mental health access with a bilingual counselor
  - **The Relatives** – \$35,000 increase – to support a new On Ramp program serving young adults (age 16-24 – many aging out of foster care) with case management and skill-building services, helping find jobs and avoid homelessness

Funding Totals by Agency: 2013-14 and 2014-15					
AGENCY	2013-14 Comm Care + Designations	2014-15 Comm Care + Designations	AGENCY	2013-14 Comm Care + Designations	2014-15 Comm Care + Designations
A Child's Place	\$218,100	\$218,100	Habitat for Humanity Cabarrus County	\$30,000	\$40,000
Academic Learning Center	\$26,000	\$44,000	Helping Our Loved ones Learn and Achieve (HOLLA!)	\$15,000	\$15,000
Ada Jenkins Center	\$232,144	\$240,785	Hope Haven	\$477,975	\$485,944
American Red Cross Carolina Piedmont Region	\$881,963	\$834,297	Hospice & Palliative Care of Iredell County	\$13,329	\$14,737
Anson Community Hospital	\$4,500	\$0	Hospice & Palliative Care of Cabarrus County	\$38,732	\$31,849
Anson County 4-H	\$5,000	\$5,500	Iredell Council on Aging	\$29,500	\$30,500
Anson County Domestic Violence Coalition	\$6,500	\$6,500	KinderMourn	\$92,500	\$94,500
Anson County Partnership for Children	\$12,500	\$6,500	Latin American Coalition	\$85,000	\$90,000
Appropriate Placement Options	\$20,000	\$18,000	Legal Aid of North Carolina	\$77,881	\$81,306
Arthritis Services	\$100,368	\$100,368	Legal Services of Southern Piedmont	\$137,186	\$157,186
Barium Springs Home for Children	\$20,000	\$24,000	LIFESPAN	\$27,034	\$27,034
Big Brothers Big Sisters of Greater Charlotte	\$271,793	\$291,793	Literacy Council of Union County	\$43,500	\$43,500
Boy Scouts of America, Central NC Council	\$116,500	\$93,000	Logan Community Day Care	\$26,000	\$31,400
Boy Scouts of America, Mecklenburg County Council	\$249,417	\$252,417	Love INC	\$106,835	\$106,835
Boy Scouts of America, Piedmont Council	\$11,800	\$11,639	Men's Shelter of Charlotte	\$401,409	\$404,909
Boys & Girls Club of Cabarrus County	\$108,000	\$113,000	Mental Health Association of Central Carolinas	\$330,674	\$330,674
Cabarrus Meals On Wheels	\$77,000	\$77,000	Metrolina Association for the Blind	\$211,090	\$226,346
Cannon Memorial YMCA	\$73,500	\$77,100	Mooresville/Lake Norman Christian Mission	\$98,861	\$100,000
Care Ring	\$470,000	\$470,000	NC MedAssist	\$390,000	\$410,000
Charlotte Community Health Clinic	\$213,452	\$250,892	Our Towns Habitat for Humanity	\$80,899	\$80,899
Charlotte Family Housing	\$300,682	\$300,682	Piedmont Mediation Center	\$23,000	\$20,000
Charlotte Speech and Hearing Center	\$338,244	\$348,244	RAIN (Regional AIDS Interfaith Network)	\$95,000	\$95,000
Charlotte-Mecklenburg Senior Centers	\$217,000	\$217,000	Right Moves For Youth	\$175,000	\$187,500
Child Care Resources Inc.	\$408,382	\$433,502	Safe Alliance	\$1,264,423	\$1,283,065
Coltrane L.I.F.E. Center	\$67,500	\$69,525	Salvation Army of Greater Charlotte	\$1,650,169	\$1,713,369
Communities In Schools of Cabarrus County	\$29,000	\$36,000	Salvation Army of Cabarrus County	\$91,000	\$99,000
Communities In Schools of Charlotte-Mecklenburg	\$500,001	\$522,501	Salvation Army of Statesville	\$13,413	\$13,413
Community Free Clinic	\$90,000	\$95,000	Sandra and Leon Levine Jewish Community Center	\$45,000	\$47,000
Community Health Services of Union County	\$125,000	\$125,000	Teen Health Connection	\$202,700	\$202,700
Community Link	\$368,131	\$368,131	The Arc of Mecklenburg	\$97,800	\$97,800
Council for Children's Rights	\$350,502	\$356,378	The Arc of Union/Cabarrus	\$143,270	\$142,270
Council on Aging in Union County	\$95,484	\$99,508	The Center for Community Transitions	\$85,000	\$132,500
Crisis Assistance Ministry (Mecklenburg)	\$505,572	\$505,572	The Learning Collaborative	\$82,050	\$92,050
CVAN (Cabarrus Victims Assistance Network)	\$61,000	\$61,000	The Relatives	\$70,000	\$105,000
Disability Rights & Resources	\$99,250	\$94,450	Turning Point of Union County	\$95,250	\$95,250
Exchange/SCAN Child & Parenting Center of Iredell	\$35,733	\$39,678	Union County Community Shelter	\$102,449	\$102,449
Feed My Lambs	\$16,600	\$20,000	Union County Crisis Assistance Ministry	\$185,800	\$191,000
Fifth Street Ministries (Diakonos)	\$38,370	\$48,807	Union-Anson County Habitat for Humanity	\$70,000	\$75,000
Florence Crittenton Services	\$248,948	\$261,673	Urban League of Central Carolinas	\$344,209	\$355,830
Friendship Home	\$50,000	\$50,000	YMCA of Greater Charlotte	\$548,872	\$597,215
Girl Scouts, Hornets' Nest Council	\$285,898	\$281,472	YWCA Central Carolinas	\$874,473	\$903,073
Goodwill Industries of the Southern Piedmont	\$177,883	\$177,883			
			<b>TOTAL:</b>	<b>\$16,500,000</b>	<b>\$17,000,000</b>

Immediately after United Way's campaign finale in late February, all 82 agencies were told of the possibility for additional funding if they could demonstrate a clear local need and the capacity to meet that need. Ultimately, 70 agencies requested nearly \$1 million in new funds.

"We could not fulfill every funding request, but for our Community Investment volunteers, making those hard decisions is a very good problem to have," said Tim Morrissey, United Way chair of the Community Investment Committee. "In each county, our volunteers focused on serving those most at-risk, in line with the priorities identified in the five-county Community Needs Assessment. We're expanding programs with the greatest results and concentrating on key issues where United Way can help agencies meet a local need."

Viewed by program, the two largest increases (about \$40,000 each) went to initiatives that are both related to United Way's strategic priorities in graduation and homelessness:

- The YMCA's YReaders program is producing great results for at-risk children in school, with measurable gains in reading comprehension.
- The Center for Community Transitions' LifeWorks program provides job training that is critical for keeping people off the streets and out of shelters.

By agency, the largest increase went to Salvation Army of Greater Charlotte, which includes the Boys & Girls Clubs of Greater Charlotte and the Center of Hope shelter, both of which are part of United Way's Collective Impact strategy as well.

"For local nonprofits, an increase of half a million dollars is huge," said Jennifer Weber, United Way's board chair. "Every donor who dug deep this year should feel elated, because whether their pledge was \$100 or \$25,000, that money will go a long way toward halting downward spirals and even saving lives. That's priceless."

For more detail, visit [www.uwcentralcarolinas.org](http://www.uwcentralcarolinas.org).

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*Note to editors: agencies just learned of funding levels following today's board vote. For help with agency interviews, please contact Bill Norton at [wnorton@uwcentralcarolinas.org](mailto:wnorton@uwcentralcarolinas.org) or 704.763.6059.*

### **About United Way of Central Carolinas**

United Way of Central Carolinas focuses on three vital areas: Children & Youth; Housing & Financial Stability; and Health & Mental Health. Through 82 health and human service agencies, United Way creates lasting change for those most in need, working in Anson, Cabarrus, Charlotte/Mecklenburg, Mooresville/Lake Norman and Union. To get help, call United Way's 211 hotline, or to learn how you can help, visit [www.uwcentralcarolinas.org](http://www.uwcentralcarolinas.org).