



UNITED WAY
Alamance County

2023 - 2024 ANNUAL REPORT



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Letter from Board Chair

As we reflect on the past year, I am filled with immense gratitude and optimism for the future of Alamance County. Your investment in our shared vision—whether you volunteered your time, donated resources, or amplified our message—was vital to making this year a success. Thanks to your generous donations, United Way of Alamance was able to impact 42,195 lives through our funding efforts.

I would also like to acknowledge the incredible staff of United Way of Alamance, whose genuine dedication, partnership, and resilience continue to inspire me. Their commitment to our mission is undeniable, but their compassion for the citizens of Alamance County is what truly sets them apart.

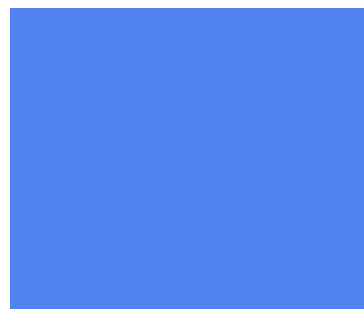
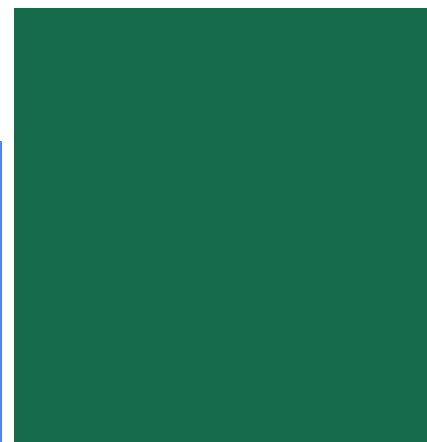
This year, we also embrace a significant moment of transition with the retirement of our President, Heidi Norwick. Heidi has been an exceptional leader, a true example for our staff, and an engaged partner within the community. Her many accomplishments have laid a strong foundation for continued success, and we celebrate her legacy as we look forward.

While it has been an exciting and impactful year, we know there is even more we can achieve together in the future. As Board Chair, I want to personally thank you for believing in our mission and for being a dedicated partner to United Way of Alamance.

Together, we will continue to create a lasting, positive impact on our community.

With gratitude and excitement for what's to come,

Adrian Daye
Board Chair
United Way of Alamance



Our Mission & Vision

MISSION

To radically decrease the number of families in poverty by advancing social equity practices that promote social mobility and provide opportunities that build a resilient community.

VISION

We envision a community that comes together to break down barriers, eliminate inequities, and end poverty.



Core Values

COMMUNITIES

We offer innovative solutions to the core challenges facing our communities.

EQUITY

We advocate for economic mobility for all by raising our voices, educating our communities, and dismantling systemic inequities.

PARTNERSHIPS

We leverage deep Alamance County roots, collective giving, collaborative relationships, and understanding of obstacles and assets to lead change in our local communities.

MEASURABLE IMPACT

We make data driven decisions to establish measurable impact for our programs and tangible change for our communities.

Community Investments

Funds raised are granted to local agencies through our annual Community Investments process. Nonprofit agencies that align with our focus of ending poverty by providing access to basic needs (such as housing, food, healthcare, and opportunities for economic mobility) are invited to apply. Then, a diverse group of community volunteers review each grant application, attend site visits, and deliberate funding recommendations.

“Allied Churches of Alamance County - ACAC has been able to end several clients’ struggle, being on the verge of becoming homeless. ACAC was able to assist a family of five from being evicted by securing the head of household employment and assisting the family in securing medical coverage (Medicaid). While the family was behind in paying their rent, ACAC was able to leverage its name and reputation to reach out to the landlord and ask them to give us time to get the family back on track and avoid eviction. The landlord agreed and the eviction was stopped. We continued to work with the family and assisted them in creating a payment plan that was fair for the family and the landlord. Two months later the family indicated that not only were they current on rent, but they were able to create a small savings, which is something they had never been able to do previously.”

Jai Baker- ACAC-Executive Director





Community Investments

Alamance Community College
Alamance County Meals on Wheels
Alamance Partnership for Children
Allied Churches of Alamance County
Burlington Community Land Trust
Burlington Development Corporation
Catholic Charities of Raleigh
CityGate Dream Center
CrossRoads
Elon Academy
HOPE Clinic
Freedom's Hope Ministries
LIFESPAN Services
Open Door Clinic
Southern Alamance Family Empowerment
Sustainable Alamance
The Salvation Army Boys & Girls Club
The Salvation Army of Alamance County
Women's Resource Center
Young Musicians of Alamance

\$276,500
Invested this Year

What Is Housing Alamance?

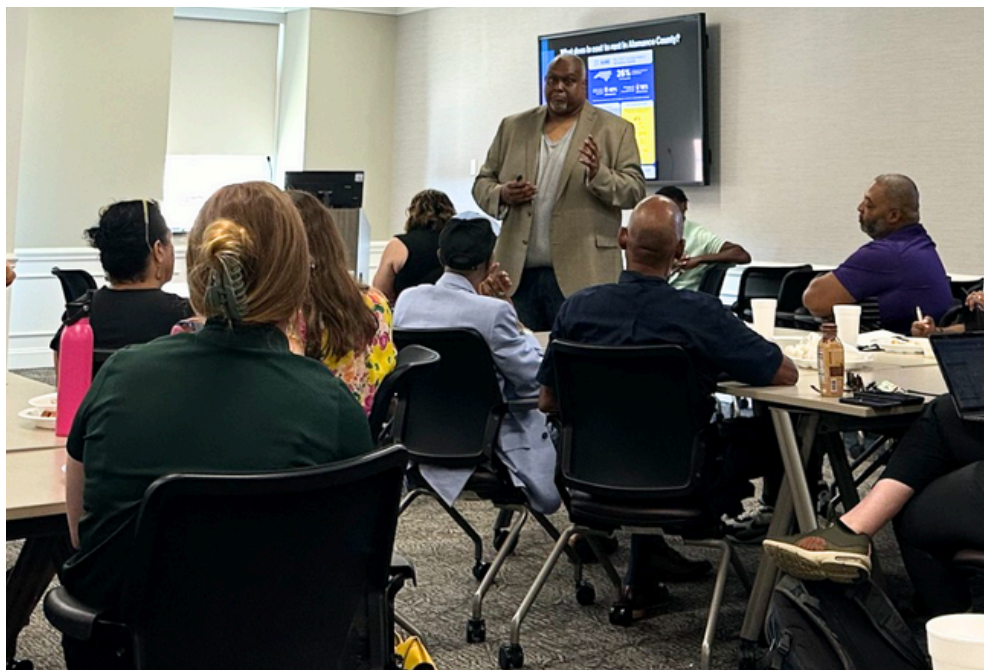
We boldly announced our focus on addressing housing inequities in 2022 launching Housing Alamance. This is a new way of collaborating that brings together a diverse cross-section of community members, housing professionals, non-profit professionals and local organizations via housing workgroups to foster thought leadership and policy development with the common goal of creating equitable solutions for affordable and safe housing in Alamance County.

The Workgroups:

The Housing Advisory Committee is a group of executive-tier professionals in Alamance that engage in systems-level strategy conceptualization to assess broader issues like addressing affordable housing policy and advocacy efforts through a macro lens.

The Housing Providers Committee consists of direct and adjacent housing professionals and stakeholders that share an interest in affordable housing and housing equity throughout Alamance County. This group focuses on service delivery, addressing challenges, and sharing opportunities to better serve the community.

The Alamance County Ministers & Friends group brings together leaders from different faith institutions to share experiences of how they each respond to requests from individuals in need and explore possibilities of a more centralized, collaborative approach to being of service.





Housing

Our Progress:

2022

- Hosted an inaugural housing forum engaging more than 140 attendees to discuss housing inequities and develop first steps for addressing the issues we see in our community
- Began building a collaborative framework for housing stakeholders to network and learn from one another by creating shared experiences in safe environments

2023

- Formalized the mission and goals of each workgroup and started facilitating regularly scheduled meetings
- Created a virtual workspace for housing workgroups to stay connected and increase collaboration year-round
- Facilitated executive session of Alamance Homeless shelter directors to build enhanced mission alignment and identify common challenges

2024

- Hosted a second housing forum uniting nearly 70 Alamance County professional to discuss developing better service coordination and improving resident's access to quality affordable housing
- Published report outlining a continued path toward implementation of ideas and solutions derived at the housing forum
- Partnered with legal professionals in the community to present the Housing Alamance Tenant - Landlord Educational Workshop Series providing information about tenant-landlord rights and responsibilities and best practices for tenant-landlord communication
- Collaborated with Elon by Design to host a meeting inviting members of the Alamance County Ministers & Friends workgroup to strategically think about the concept and everyday functionality of a comprehensive database and centralized rental assistance intake model

Tax Time

Tax Time is a free income tax preparation program for individuals with an annual income of less than \$55,000 a year or filing jointly with a household income of less than \$75,000 a year. The program primarily serves elderly, low income, and disabled individuals and families living in Alamance County. Tax preparation is completed by community and student volunteers who share our belief in creating equitable access to services. The main goal of the program is to save families time and money to spend where it matters most. Together, we're building pathways to financial confidence and security for all.

Tax Time Program Growth

	2023	2024
Total Tax Returns	520	739
Total Dollars in Refunds	\$393,936	\$600,000
Volunteer Hours	876	1,200
Average Age of Client	66	65
Average Adjusted Gross Income	\$27,313	\$28,274





Community Council

Community Council is our signature monthly meeting to unite various sectors to address critical needs, promote volunteerism, share resources and build relationships. Each month is a different theme and the programs vary from speakers, panel discussions, and networking activities. This program provides dedicated time each month for community leaders to deepen connections. Meetings are held September through June and we had 424 attendees throughout the year.

The Topics:

Mental Health Diversion Center
Medicaid Expansion
Networking Techniques
Annual Local Volunteer Awards
Elon Center for Design Thinking
Local IRS Taxpayer Advocacy
Vocational Rehabilitation and Independent Living
Opioid Settlement Funds
Community Impact Awards

Community Council Sponsor

THE
HAYDEN-HARMAN
FOUNDATION

211

NC 211 is an information and referral service that families and individuals can call to obtain free, confidential information on health and human service resources within their community. This service is accessible via an easy to remember, three digit number, or at nc211.org. Callers are greeted by a trained Community Resource Specialist that listen, identify needs, and connect callers to local resources that fit their situation like verified organizations that provide support with basic needs, housing and utility assistance, food, healthcare, transportation, and more.

This service is available in most languages and is open 24 hours a day, 7 days a week, 365 days a year. In Alamance County 211 is provided in partnership by United Way, Alamance County Government, City of Burlington, and the City of Mebane. In addition to this service, United Way of Alamance County also prints and distributes Community Resource Guides providing connections to local health and human services organizations.



211 Information & Data:

4,178 Requests

(Alamance County 2023)



76% of those requests
were for Housing & Shelter
or Utilities.

SMALL BUSINESS UNITED

We launched Small Business United in 2023 to provide the opportunity for small business owners to become stakeholders in the future of Alamance County. This program encourages civic engagement by uniting small business owners to make a bigger impact together while also building a network of like-minded, passionate, people that serve our community everyday. Small businesses that make a commitment to our community through Small Business United invest in their brand and the wellbeing of their employees and customers.

"I feel that small businesses have the ability to encourage each other and impact their community in a bigger way when they unite in efforts. United Way has a greater reach than I do so it makes sense to partner with them to reach more people. I am an advocate of not only serving your community but supporting it as well. And this is a way I can accomplish that."
Kristi May of Hey Kristi May Real Estate

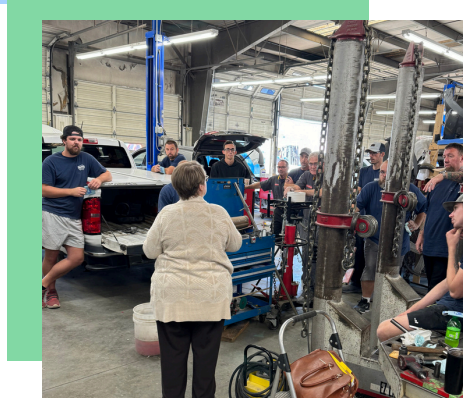
2023 - 2024 Members

Always Best Care Seniors Services
 Bella's House
 Blue Ribbon Diner
 Lisa Bullard - Allen Tate Realty
 Deetox
 Nicole Cockerham - State Farm
 County Ford
 Kevin Crossan - Allen Tate Realty
 Dr. Tracy Edwards, DDS
 Foy-Workman Construction
 Hey Kristi May Real Estate
 Simply Massage & Wellness
 Stearns Ford
 The Park
 Three's Company Salon
 Vandre Dental Care
 Village Grill



2023 Workplace: Giving Campaigns

- Alamance Burlington School System
- Alamance Community College
- Alamance County Government
- Burlington Housing Authority
- Carolina Biological Supply
- Chandler Concrete
- City of Burlington
- City of Graham
- City of Mebane
- Cone Health
- Elon University
- Gilliam Bell Moser
- Glen Raven, Inc.
- Harris Teeter
- Labcorp
- Liggett
- PRA Group
- Prime Personnel
- Publix
- Stout, Stuart, McGowen & King



"I became interested in the work of the United Way when I was an educator and saw their investments in action through community partnerships. As a campaign coordinator now, it's important to me to help educate my co-workers about how United Way connects residents to resources and provides opportunities for us to give back. In this role, it feels like I am a tiny (yet important) puzzle piece in helping our community thrive."

Bobbi Ruffin, City of Burlington



Thank you, Heidi!

After serving as President of United Way of Alamance County for 10 years, Heidi retired in June 2024. Her unwavering commitment to the positive advancement of Alamance County has been an inspiration to many, and we thank Heidi for her service, vision, and profound contributions to the community.

Staff Members

- Heidi Norwick, President
- Sally Gordon, Director of Mission Advancement
- Tiffany Ashley - Gaither, Marketing & Public Relations Coordinator
- Titan Barksdale, Housing Strategy Manager
- Kasey Coffey, Finance Coordinator
- Candy Snyder, Community Engagement Manager

Board of Directors

- | | |
|---------------------------------------------|---------------------------------------------|
| Kelly Carlisle, Pinnacle Financial Partners | Rachel Kelly, City of Burlington |
| Adrian Daye, NC State Government - DHHS | Lorena Lara, Smith Elementary School |
| Missy Flora, Allen Tate Real Estate | Patrick Noltemeyer, Elon University |
| Lisa Gabel, Volunteer | Victoria Stadler, First Presbyterian Church |
| Alejandro Garcia, Valores | Teresa Wiley, Piedmont Health Services |
| Tyronna Hooker, Impact Alamance | Katie Wise, Liggett Group |
| Josefvon Jones, Alamance Community College | |





Thank You

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Stay Connected

