

On behalf of the United Way of Lincoln County board of directors, I want to say thank you to our community members for your ongoing support of the organization's mission in Lincoln County. Your generous donations and volunteer efforts are not only appreciated, but essential to the continuation of important programs in our community. Donors and volunteers like you have helped us create a stronger, more united community. When we unite our efforts toward common goals, we can bring people and communities together to advance the common good.

I have had the wonderful opportunity to serve on the Board of Directors for three years and visit the agencies that receive funding thanks to the generosity of our donors. Trust me when I say that your donations are needed and are making an incredible difference in the lives of many. Lincoln County residents are receiving services and support they would not have if it were not for our partner agencies and their programs that your donations directly support.

United Way's mission is to improve the quality of life of all Lincoln County residents by focusing on creating measurable outcomes in the areas of education, health, basic needs, and financial stability. The Board and staff work hard to make this mission a reality each day. This year, 100% of every individual dollar donated went to local agencies in our community. The people you are supporting are family, friends, and neighbors.

In addition to programs, volunteers spend many hours each year giving back to the community through United Way's volunteer projects. Whether it's on a committee, at an event or simply taking time to help an agency fulfill their promise to the community, we thank you, volunteers. Without you we would not achieve the goals we set.

This past year, United Way has been working on a 3-year strategic plan. The purpose of this plan is to define where the greatest needs are, ensure donor dollars are serving our most vulnerable populations and making the greatest impact. We look forward to sharing our plan with you in the next couple of months.

As we continue our journey to a stronger community in the next year, we are honored that you have chosen to join United Way of Lincoln County as a partner, supporter, and friend. It's an exciting time as we continue to build a thriving community!

We are community. We Live UNITED.

Jordan Frye, Chair
United Way of Lincoln County

As our community, like many, recovers from the economic hardship following the pandemic, United Way's work and mission continue to be of great value in building a thriving place for ALL to live in Lincoln County. My first full year as the executive director of the United Way of Lincoln County has been nothing short of amazing. I feel privileged to be a part of such impactful work that this mission is connected to, and I take pride in the organization's commitment to serve alongside community stakeholders in creating positive change.

Over the last year, United Way has been hard at work addressing critical needs through investment of programs, resource connection, building partnerships and defining a path forward. At the beginning of the year, we embarked on a strategic plan to guide our work over the next 3 years to ensure we are making investments in our community's most critical needs. This strategic plan is slated to be released by the end of 2022 with a begin date of 2023. The following are steps we have taken thus far to see this plan to completion.

1. We established a core steering committee to help guide the work
2. We conducted a community analysis encompassing a community-wide survey, focus groups, community stakeholder assessment meeting and review of available community data
 - a. Our areas of focus included education, financial stability, basic needs, and health
3. The core committee did an evaluation of the data and information received from the community analysis
4. We set goals & priorities in two buckets: United Way operations and community impact

In addition to developing this plan, United Way had many other successes this year such as, being one of the 13 communities in NC selected for the Carolina Across 100 initiative to connect opportunity youth to quality employment and education, receiving a state grant dedicated to economic recovery, relaunching a neighborhood outreach initiative in an under resourced community, and adding a new skilled team member, Brittany Queen.

As we close out another productive year and kick off a new campaign, I'm thankful to a dedicated staff and board team, generous donors, selfless volunteers, and a caring community that mobilizes this incredible work. As a leader in this organization my promise and full commitment is to do my very best to ensure EVERY individual in Lincoln County has the ability reach their God given potential. This dream does not happen alone, so thanks for dreaming big, partnering big and loving big with me! Because TOGETHER and ONLY TOGETHER, we can!

With gratitude,

Alisha Friday

Executive Director

United Way of Lincoln County

The United Way of Lincoln County remained financially stable throughout the year ended March 30, 2022. It was another year of many unknowns due to the continued effects of the Pandemic and economic uncertainties. The United Way ended the year with total net assets down only 8% from the previous year which was expected due to the current economy. We are blessed to have donors who continuously support the United Way of Lincoln County. Over 65% of the united Way support is given through employee workplace giving, 28% is from corporate gifts and over 5% from our community donors. Campaign collections for the fiscal year were over \$281,000 and our staff and board worked diligently to keep expenses below budget so that we could support our 13 partner agencies and help out others in need in our community. Thank you for your continued support of the United Way of Lincoln County.

Lindsey Huffman

United Way Treasurer