

2025



UNITED WAY
Randolph County

Annual Report



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Contact Information

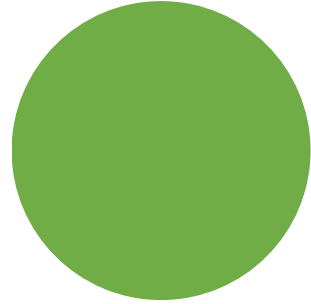
Find our contact information to reach out with questions, support inquiries, or to learn more about our work in Randolph County.

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Letter from the Executive Director

Dear Friends and Neighbors of Randolph County,

This past year has been one of intentional progress for United Way of Randolph County, made possible by the generosity and commitment of this community. This has been a year of momentum, learning, and deepening our commitment to the people who make this community so special.

In both 2024 & 2025, your United Way surpassed our \$600,000 campaign goal, a milestone made possible not just by generosity, but also by relationships and a shared belief that when we come together, we can change lives. That success reflects the heart of this county: neighbors helping neighbors. Local giving that created local impact.

One of our most powerful tools this year has been the ALICE data shining a light on the realities facing working families who are above the poverty line but still struggling to make ends meet. These insights have guided our conversations with local leaders, informed our partnerships, and shaped how we think about solutions that move families from crisis to stability.

Throughout the year, we leaned into collaboration through efforts like the Human Race 5K, agency meetings, and partnerships with local government, businesses, and nonprofits. None of this work happens alone, and we are deeply grateful for every volunteer, donor, board member, and partner who walks alongside us.

As we move forward, United Way remains focused on community impact, strong stewardship of resources, and a shared vision of a Randolph County where every person has access to opportunity and support. Thank you for believing in this work and in one another. Together, we are making a real difference.

Warmly,
Samantha Baker



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Mission & Vision

- + + In October 2025, our Board of Directors gathered for a thoughtful retreat focused on strengthening United Way of Randolph County for the years ahead.
- + + Together, we examined our operations, sharpened our internal controls, and reflected deeply on the purpose and direction of our work in this community.
- + + Out of that process emerged a renewed mission and vision to guide our efforts, align our partners, and shape our strategic priorities.

Mission

To mobilize and unite people, partners, and nonprofits to improve lives across our communities in Randolph County.

Vision

To see Randolph County households making ends meet and our community thriving.



2025



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Financial Overview

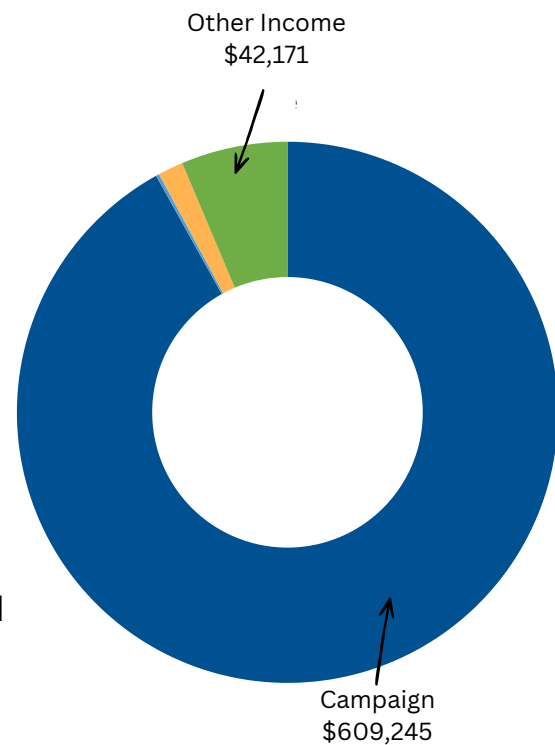
United Way of Randolph County is committed to fiscal responsibility and maximizing donor dollars to benefit the community. Through careful management of resources, we ensure the majority of our funding supports critical programs and initiatives that address our community's needs.

Community Impact

- Funds Allocated: \$332,185 to nonprofit partners and local programs
- Individuals Impacted: An estimated 58,000 residents served

Income & Revenue

- Total Revenue: \$675,755



2025

Highlights & Impact



In 2025 we supported 16 local agencies! We were able to support more neighbors than we had previously thanks to the generosity of our partners and donors. Supporting United Way Randolph County meant our partners could excel! Here are a few highlights of United Way supported programming outcomes in Randolph County:



HEALTHY COMMUNITY

- Kintegra Health
- Randolph County Family Crisis Center, Inc.
- Randolph Senior Adults Association
- Regional Consolidatd Services



YOUTH OPPORTUNITY

- 4H
- Scouting America - Old North State Council
- Boys & Girls Club of the Greater Triad
- Communities in Schools
- Partnership for Children
- RhinoLeap Productions
- YMCA Asheboro/Randolph



FINANCIAL SECURITY

- Christians United Outreach Center
- Salvation Army



COMMUNITY RESILIENCY

- American Red Cross
- Ash-Rand Rescue & EMS Squad
- NC211
- Volunteer Center of Randolph County



- The Randolph Family Crisis Center served 641 families
- Ash-Rand Rescue provided 1,936 service calls
- The CUOC supported 13,602 individuals and families, preventing financial crisis
- The Salvation Army supported 25,720 individuals and families
- The Senior Adults served 5,091 senior adults through funded programs
- Communities in Schools fed 873 students after school through the Back Pack Pals Program
- Randolph County Partnership for Children served 384 preschool families

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GET HELP.

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North Carolina



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Community & Corporate Partnership



Corporate Partnerships Driving Community Impact

Our corporate partners continue to show what it looks like to lead with generosity, creativity, and a true commitment to Randolph County. This year, their support not only strengthened our campaign but also created meaningful moments of connection across our community.

- Post Consumer Brands kicked off our campaign in an incredible way through their Cereal Sale Fundraiser. With 12,500 bags of cereal sold at just one dollar each, this initiative generated \$12,500 in donations while also bringing energy and visibility to the start of our campaign.
- Oliver Rubber Company hosted their first-ever golf tournament at Pinewood, welcoming staff, clients, and vendors for a day of giving back. Even with rainy weather, the event raised \$8,000 in additional support. Combined with their \$15,000 corporate gift and the donation of four new tires for Caring Share donor prizes, Oliver Rubber demonstrated a strong and growing commitment to our work.
- Millstone Creek Orchards brought people together in a unique and meaningful way by hosting our Quest for a Cause fundraising event. Through adventure and storytelling, this event created space for connection while raising awareness and support for our mission.
- Asheboro Automall once again made a lasting impact by donating a Nissan Versa as an incentive for our annual campaign. This exciting giveaway continues to inspire participation across workplace campaigns. On December 18, the vehicle was awarded to Randolph Electric employee Doug Loflin, creating a memorable moment that reflects the joy and generosity of our community.

We are also grateful for the continued support other corporate donors who contributed at \$4,000 or more, including Commonwealth Hosiery Mills, Chik-Fil-A, Technimark, The Timken Company, and Randolph Electric Membership Corporation.

These investments help sustain and expand the impact of our work across Randolph County.

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Campaign Highlights

- + + Year after year, we're privileged to join forces with a host of local entities, both big and small, to make our annual campaign a reality.
- + + Let's take a moment to celebrate this year's campaign award winners that made a real difference!



Randolph Health Powerhouse Award

Largest growth by percentage
in all categories



Timken Company Unity Award

Highest percentage increase
in employee donors



The City of Asheboro Trailblazer Award

Creativity in workplace campaign



United Brass Works Momentum Award

Highest percentage
donation growth



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Donor Recognitions

Uwharrie Society



Leadership giving has been a powerful force in supporting United Way of Randolph County's mission, with our leadership donors accounting for over 50% of each year's campaign contributions. These dedicated individuals and families form our Uwharrie Society, a group of committed community members who lead by example, inspiring others to invest in Randolph County's future. Their generosity is vital to our efforts, enabling us to tackle pressing issues and provide critical resources across the county.

In 2024's campaign Kelly & Curtis Shipley were our Uwharrie Chairs and led the way toward a total of \$355,065 in contributions.

The Uwharrie Society is composed of several giving levels, each representing significant contributions. As we concluded the 2024 campaign in July of 2025 we want to recognize the following giving levels.

At the highest level, 8 donors belong to the Alexis de Tocqueville Society, each contributing \$10,000 or more. This level of giving is recognized nationally by United Way Worldwide.

Following this, 7 individuals gave at the Platinum level with contributions between \$5,000 and \$9,999. Our Gold level included 25 local leaders giving between \$2,500 and \$4,999. In our Silver level, we were honored by 41 individual gifts between \$1,500-2,499. Rounding out the society, 81 members donated at the Bronze level with gifts between \$1,000 and \$1,499.

For more detailed information about our donors, including names, please see the Uwharrie Book on our website.

2025



Governance & Accountability

At United Way of Randolph County, we are committed to upholding the highest standards of governance and transparency. Our Board of Directors, composed of dedicated community leaders, provides crucial oversight, guidance, and strategic direction for our organization. Each board member brings unique expertise and insight, helping ensure that we fulfill our mission with integrity and accountability.

Our 2025 board members included:

- President: Tyler Wilhoit
- Vice President: Allison Hammer
- Governance Chair: Amber Scarlett
- Secretary: Vicki Caudle
- Treasurer: Justin Parks
- Community Impact Chair: Billy Farias
- Additional Directors: Cranford Knott, Gabriella Jaimes, Jacob Lewis, Mary-Joan Pugh, Tim Caldwell, Quinton Louris, PJ Richardson, Michael Trogdon.

This BOD meets regularly to oversee operations, review financial reports, and ensure that we adhere to rigorous ethical standards. We are committed to financial transparency and accountability, ensuring that the funds entrusted to us are responsibly managed and directed toward impactful programs. To support this commitment, our financial statements are reviewed annually by an independent auditor, and detailed financial reports are accessible via our Form 990 online.



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Programming & Future Goals



Where we have been, Where we are going

In 2025, we focused on strengthening connections and building systems that help our community go further together.

We launched our Nonprofit Round Table in partnership with Asheboro/Randolph Chamber of Commerce, creating a space for nonprofits, local leaders, and businesses to collaborate, share resources, and deepen impact across Randolph County.

Through our Volunteer Center, The Human Race also continued to grow, generating more than \$13,000 for local nonprofits with support from sponsors like Pinnacle Financial Partners.

To support stronger organizations, we developed a Board Self-Assessment tool to help nonprofits grow leadership capacity and build more effective governance. In October, the United Way of Randolph County Board gathered at Caraway Conference Center for a one-day retreat. Together, we updated financial controls and bylaws, refined our mission and vision, and used ALICE data to guide the creation of a new three-year strategic plan, now available on our website.

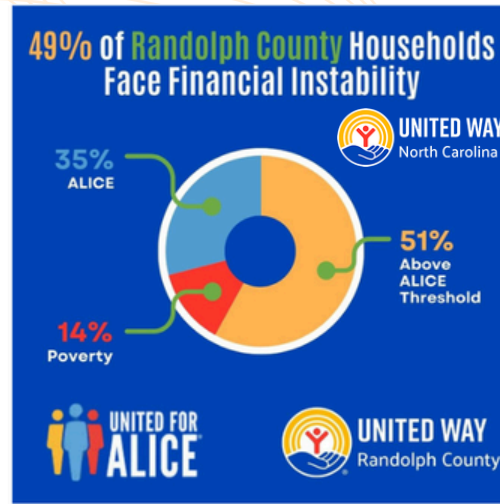
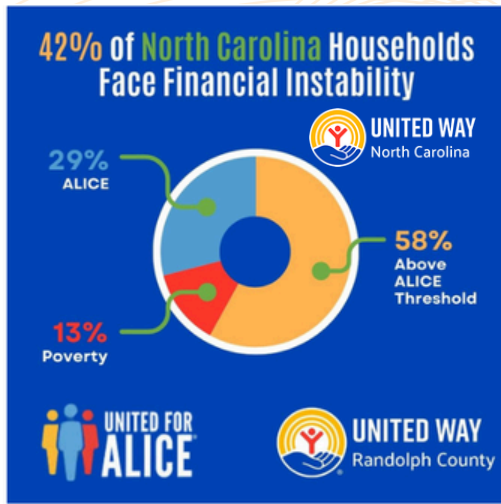
That work has paid off. We set ambitious goals for the 2025 campaign and have already exceeded them.

Looking ahead, we are partnering with the county to launch a Community Organizations Active in Disaster to strengthen local disaster response and coordination.

We are building momentum, strengthening partnerships, and creating a more connected and resilient Randolph County.



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ALICE Report

+ + Assets Limited, Income Constrained, Employed

+ + In 2025, we brought ALICE data to life across Randolph County. Through community presentations, partner conversations, and local outreach, we shared what financial instability truly looks like for working households in our area. In Randolph County, 49% households fall within the ALICE framework, meaning nearly half of our community is one inconvenience away from crisis.

We also hosted an interactive ALICE Simulation, giving participants a hands-on experience navigating the tough choices ALICE families face every day. This powerful tool helped deepen understanding, spark meaningful conversations, and strengthen advocacy efforts on behalf of our ALICE population. Let us share with you!

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Our Team



Linda Cranford
Director of
Leadership Giving



Jamie Hill
Office Manager &
Marketing



Jeanie Valentine
Database &
Community
Investment Associate



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