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United Way  
of Randolph County

# Annual Report



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# + Letter from the Executive Director

Dear Friends and Supporters,

I am thrilled to introduce myself as the new Executive Director of United Way of Randolph County, having joined in July. It has been inspiring to witness the passion and dedication of our team, volunteers, and community members who believe so deeply in our mission. I would also like to thank Elizabeth Mitchell, whose leadership through the last 21 years laid a strong foundation for our work. I am incredibly grateful for all she did to position us for continued success.

This past year, with your support, we allocated \$477,226 to our nonprofit partners and programs throughout Randolph County, impacting an estimated 51,000 individuals. These funds have provided critical resources and services to families in need, advancing our mission of building a stronger, healthier community for everyone.

Looking ahead, I am excited about opportunities to deepen our impact. United Way of Randolph County is working to extend and enhance our Volunteer Center operations, and we're preparing to launch Pathway to Prosperity, a new initiative to support the uninsured and underinsured in our county. Through these initiatives, we aim to address growing needs and create pathways to financial stability and health.

Thank you for your unwavering support and dedication. It is an honor to join you in this important work, and I look forward to what we will accomplish together.

Warmly,  
Samantha Baker



United Way  
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# Goals & Mission

## ++ Goals

- ++ • Improve graduation rates from high school and have them be ready for college or careers.
- ++ • Read at grade level early on.
- ++ • Help people achieve financial stability, and give individuals the knowledge and tools to manage income and savings.
- Skills and education to obtain jobs that provide a livable wage.
- Promote healthy lives.
- Healthy foods.
- Services that help our elderly remain active, independent, and safe.

## Mission

Our mission is to make our community - one of the best places to live in America - a better place to live for all its residents. By working with nonprofit partners, area businesses, community leaders, and volunteers, we will create significant community change in all of Randolph County. United Way is about local giving with local impact. Join us and help improve lives through the caring power of communities.



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# Financial Overview

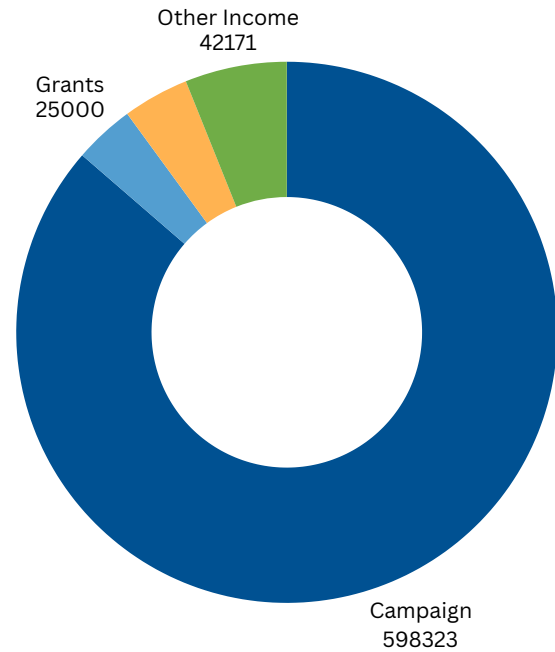
United Way of Randolph County is committed to fiscal responsibility and maximizing donor dollars to benefit the community. Through careful management of resources, we ensure the majority of our funding supports critical programs and initiatives that address our community's needs.

## Community Impact

- Funds Allocated: \$477,226 to nonprofit partners and local programs
- Individuals Impacted: An estimated 51,000 residents served

## Income & Revenue

- Total Revenue: \$692,898



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# Highlights & Impact



By supporting our partners, places like the CUOC has delivered an impressive impact: \$1.2 million worth of resources, 1,228 rescue hours through Ash-Rand Rescue, over 100,000 meals provided through RSAA, and thousands of children served through the Partnership for Children in Randolph County. Additionally, more than 700 children enjoyed free summer camp experiences & more. This is just the start of our positive influence. These are just a few examples of local giving with local impact!



Allocations to our 14 nonprofit partners have been managed by a panel of community members who dedicated 24 hours on-site, along with many additional hours of their personal time at home, to review and select the allocations that best align with the mission of the United Way.

These allocations amounted to over \$450,000 to support our community, addressing a diverse array of needs, including education, health, financial stability, and emergency assistance. The panel's commitment ensured that every dollar was carefully allocated to initiatives with the greatest potential impact. Each nonprofit partner contributes unique strengths and services to the community, and this funding will empower them to continue their essential work.

As a result, thousands of individuals and families benefit from increased access to resources and opportunities that can change lives. This collaborative effort not only enhances the strength of our community but also fosters hope and drives meaningful change. The United Way of Randolph County is dedicated to transparency and accountability, ensuring that these funds are utilized effectively and efficiently to build a brighter future for everyone.



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# Community & Corporate Partnership



## Post Consumer Brands Partnership

Through partnerships with various companies and organizations, we enhance collective community giving in our workplace campaigns, making a positive impact on our community by promoting a culture of generosity and collaboration. These alliances allow us to combine resources, exchange expertise, and strengthen our efforts to tackle urgent local issues. By collaborating, we drive meaningful change and ensure that our initiatives effectively reach those who need assistance the most. Our workplace campaigns not only generate essential funds but also motivate individuals to engage, volunteer, and advocate for positive change. Consequently, we foster stronger, more resilient communities where everyone has the chance to thrive.

Last year, Post consumer brands contributed 10,000 bags of cereal and organized the annual \$1 Cereal sale at Bicentennial Park in October 2023. This initiative generated \$10,000 to support our annual campaign.

The event was a resounding success, bringing together families and community members. The funds raised went a long way in supporting community initiatives, helping to provide much-needed resources to those in need. This annual event has become a beloved tradition, not only for its charitable impact but also for the sense of community it fosters.

With each passing year, the \$1 Cereal Sale continues to grow, embodying the spirit of kindness and togetherness that defines our community.





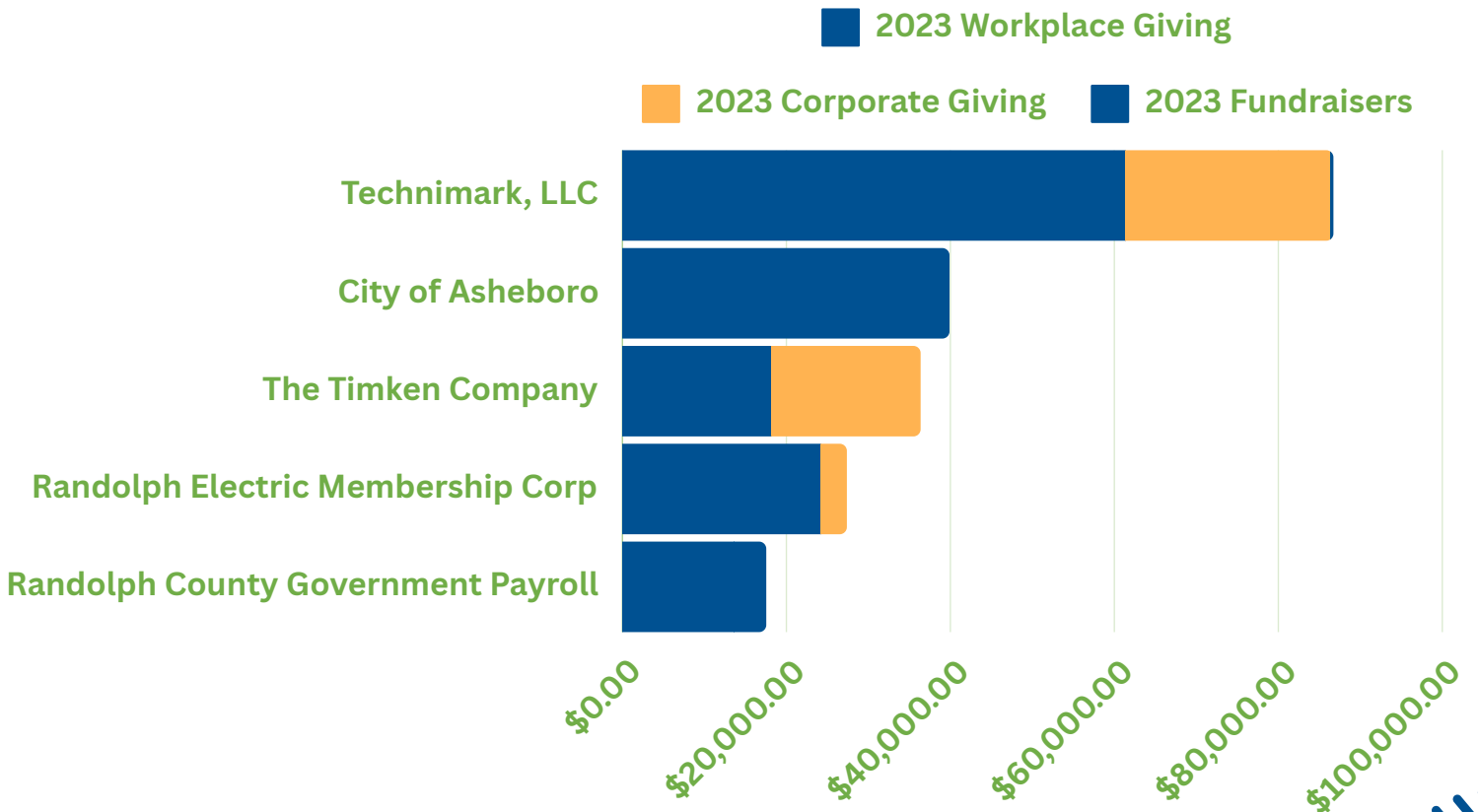
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# Campaign Highlights



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 the top five campaigns that made a real difference last year!





# 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 55% of last 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.

The Uwharrie Society is composed of several giving levels, each representing significant contributions. At the highest level, six donors belong to the Alexis de Tocqueville Society, each contributing \$10,000 or more. Following this, five individuals gave at the Platinum level with contributions between \$5,000 and \$9,999. Our Gold level included 26 local leaders giving between \$2,500 and \$4,999. In our Silver level donorship we were honored by 42 individual gifts between \$1,500-24,99. Rounding out the society, 66 members donated at the Bronze level with gifts between \$1,000 and \$1,499.

This remarkable support from Uwharrie Society members has a transformative impact on our community, fueling programs that strengthen health, education, and financial stability for Randolph County residents. As we look to the future, we are deeply grateful to our leadership givers for their steadfast support and dedication to making a lasting difference. Through their contributions, these leaders continue to uplift our entire community, helping to ensure that everyone has access to opportunities and resources for a better quality of life.



# 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 board members include:

- President: Tyler Wilhoit
- Governance Chair: Amber Scarlet
- Secretary: Vicki Caudle
- Treasurer: Justin Parks
- Additional Directors: Allison Hammer, Cranford Knott, Greg Patton, Jacob Lewis, Mary-Joan Pugh, Michael Trogdon, Quinton Louris, Sharon Castelli.

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 on Guidestar.

At United Way of Randolph County, we take pride in our transparent and ethical practices, working every day to maintain the trust and support of our donors, partners, and the community.

# Challenges & Future Goals



## Statement from Samantha Baker

In the face of economic uncertainties, United Way of Randolph County remains committed to meeting the evolving needs of our community. While financial pressures are impacting charitable giving nationwide, we are focused on adapting and growing our services to make a sustainable impact.

Looking ahead, we are excited to expand our volunteer initiatives, providing more opportunities for community engagement and partnerships with local businesses. We also plan to enhance our programs to support underserved populations, ensuring that essential services are accessible to those who need them most. Additionally, we are exploring innovative fundraising efforts to increase support for our mission and strengthen our ability to serve Randolph County.

Through these initiatives, we aim to build a resilient foundation for the future, working with our community to create meaningful and lasting change.



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# How To Get Involved

## + + Volunteer Center of Randolph County

+ + The Volunteer Center of Randolph County has long been a cornerstone in our community, connecting individuals and groups with meaningful service opportunities. Established to support local nonprofits and organizations, the center has become a vital resource, mobilizing volunteers for a wide range of needs, from education to disaster relief. Over the years, it has fostered a strong culture of service, uniting people across Randolph County in shared efforts to give back.

Last year, our Volunteer Referral Program made a significant impact by connecting volunteers to essential local projects. These volunteers provided critical support to nonprofits stretched thin by rising demand, helping to address community needs in health, education, and development. The program not only matched volunteers with valuable roles but also empowered them with purpose, contributing to a stronger, more resilient Randolph County.

Building on this momentum, we aim to expand the center's reach in the coming year. With plans to deepen our partnerships and serve as a centralized hub for volunteerism, we hope to connect even more businesses, organizations, and residents with meaningful service opportunities. By creating new initiatives and larger-scale volunteer events, the Volunteer Center is committed to fostering a unified community of active, engaged citizens dedicated to making a positive impact.

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# Our Team



**Linda Cranford**  
Director of  
Leadership Giving



**Jamie Hill**  
Office Manager &  
Marketing



**Jeanie Valentine**  
Campaign & Database  
Associate



**Jordan Jeffers**  
Volunteer Coordinator



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# Contact Information

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