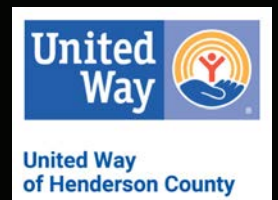


# UNITING FOR A BETTER TOMORROW



SEVENTY YEARS OF SERVICE

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In 1953, a group of Henderson County citizens had a new vision for meeting community needs. These men and women banded together to create the Henderson County United Fund. Seventy years later, we are still pursuing and expanding on this vision: bringing people and resources together in order to improve the human condition in Henderson County. Since our humble beginnings we have raised over \$60 million, funds that flowed back to the community changing lives and creating positive change. Along the way, United Way also grew to become a respected community leader, convening conversations on key issues, and supporting the education, financial stability, health and basic needs of everyone in Henderson County.

Throughout our history, we have always believed in the “power of one gift.” A focused gift to United Way is like a pebble dropped into the water; it creates ripples that spread out across a wide surface, changing lives for the better in every corner of Henderson County. For 70 years, United Way has been our community’s

choice for impactful giving, but we have also grown and evolved to meet changing circumstances. Whether it be stepping up to help those impacted by the pandemic through the COVID-19 Response Fund, developing a pool of nonprofit leaders through our Rising Leaders program, or connecting individuals and businesses to the causes that matter to them through Women United’s Girls Empowered Program, the Small Business League, or Days of Caring and Action, we have kept a pulse on real-time needs and offered solutions and assistance.

Seventy years of service is a major milestone, and we are proud of what we have been able to accomplish together. And, we are rolling up our sleeves and getting ready for what is ahead. We hope you will take a look at this annual report and see all the ways you have made a difference this past year. We invite you to join us for many more years to come. Let’s keep working so that everyone in Henderson County has a safe place to live, work, and play.

Uniting for a better tomorrow,



*Denise Cumbie Long*

**DENISE CUMBIE LONG**  
Executive Director



*Lew Holloway*

**LEW HOLLOWAY**  
Chair, Board of Directors

2023 UNITED WAY OF HENDERSON COUNTY BOARD OF DIRECTORS

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Lew Holloway
City of Hendersonville

Vice Chair
Tammy Albrecht
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Brandon Nudd
AdventHealth Hendersonville

Michelle Reynolds
UNC Health Pardee

Sharon Tirrell
Community Volunteer

Kevin Todd
St. Paul's Episcopal Church

Misty Zelma
Cummins-Meritor

In appreciation for the board members whose service ended in 2022:

Stephanie Barbosa
Henderson County Sheriff's Department

John Bryant
UNC Health Pardee

Reggie Gaither
Cummins-Meritor

Julia Hockenberry
Formation PR + Brand

Sherri Holbert
Relocate828

Barbara Platz
Community Volunteer

Michael Willey
Hatteras Capital Advisors & The Second Act

Jan Witte\*
Community Volunteer

\*deceased

UNITED WAY OF HENDERSON COUNTY STAFF



Bird Bartlett
Marketing and Events Manager



Kat Carlton
Director of Community Development



Denise Cumbee Long
Executive Director



Kira Isaksen
Resource Development Manager



Mary Ellen Kustin
Program Manager



Robin Morgan
Director of Finance



Malisia Shipp
Operations Manager

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Hendersonville, NC 28793

Phone: (828) 692-1636
Web: LiveUnitedHC.org

## SEVENTY YEARS OF SERVICE

In 2023, United Way of Henderson County celebrates seventy years of service to the people of our community. From small beginnings, our impact has grown as we are guided by our mission: to organize and mobilize community resources to improve lives of Henderson County residents. We are deeply grateful to the individuals, businesses and community partners who joined us along the way. Our past has made us strong, and it is also a prelude for a bright future that lies ahead. We look forward to another 70 years of partnership, collaboration, and service to the people of Henderson County.

**1953**

“Henderson County United Fund” which became United Way of Henderson County is founded on Sept. 3, 1953. The first campaign raises \$55,500.

**2002**

Community investment funding strategy is established.

**2008**

“Live United” branding is launched.

**1994**

The Fifth Avenue office is gifted to UWHC by Hendersonville Pediatrics.

**2003**

2-1-1 information referral system begins in Henderson County.

**2011**

Rising Leaders Program is created to train and equip nonprofit board members.

**1993**

UWHC annual campaign raises more than \$1,000,000.

**2001**

Days of Caring community volunteer opportunity benefitting nonprofits is created.

## 2013

HC2025, defining 10-year goals for Henderson County, is developed and launches in 2015.

## 2019

Women United's GEM program expands to three schools.

## 2017

UWHC reaches major milestone: over \$50 million raised to help Henderson County residents since 1953.

## 2018

Small Business League is established.

## 2023

UWHC completes new strategic plan and is poised to embark on the next 70 years of improving lives in Henderson County.

Scan the QR code to see our 2023-2028 Strategic Plan:



## 2016

Day of Action community volunteer opportunity benefitting schools is created

Women United group is formed.

UWHC receives two bequests totaling almost \$1 million.

## 2020

Henderson County Covid-19 Response Fund raises nearly \$450,000 for local nonprofits.



United Way Works with Partners Across Our Community to Unite for a Better Tomorrow

\$179,122 saved by Henderson County residents, thanks to United Way's Single Care prescription medication discount cards

400 local volunteers completed 36 service projects at 24 Henderson County nonprofits through our 2023 Days of Caring

Over 16,000 pounds of food collected and sent to Henderson County Food pantries in support of the 2023 NALC Stamp Out Hunger Food Drive

6,434 total volunteer hours were leveraged to support the community – a value of \$192,713

\$104,837 in Emergency Funds for rent and mortgage assistance distributed through the Emergency Food and Shelter Program

21 graduates of our Rising Leaders Program completed learning and service projects to prepare them to serve at nonprofits throughout our community

665 seniors received home-delivered meals through Council on Aging, maximizing their nutrition and ensuring social connection

2,545 referrals made for Henderson County residents in need through NC211 for services like housing, utility assistance, and health care

88 Women United members supported: Girls Empowered programs for 40 girls in elementary and middle schools, provided holiday gifts for 50 local children, and conducted drives to collect emergency clothing, diapers, and books

550 community volunteers came together to work on 31 service projects at 23 Henderson County schools and almost \$19,000 in school supplies were donated as part of 2022 Day of Action

\$445,409 in grants distributed to 35 programs at 20 nonprofit partner agencies through the Community Investment Fund

\$50,000 was raised to provide grants to 13 local food distribution centers to help meet the increasing demand of food insecurity within the county

5,161 children aged 0-5 received new books in the mail through Smart Start's Dolly Parton Imagination Library

78 adult learners achieved their goals to improve literacy and employability skills through Literacy Connection's EmployED program

2,685 low-income, uninsured adults accessed critical safety net health care through The Free Clinics

1,911 clients received low-cost access to much needed medical equipment through Medical Loan Closet

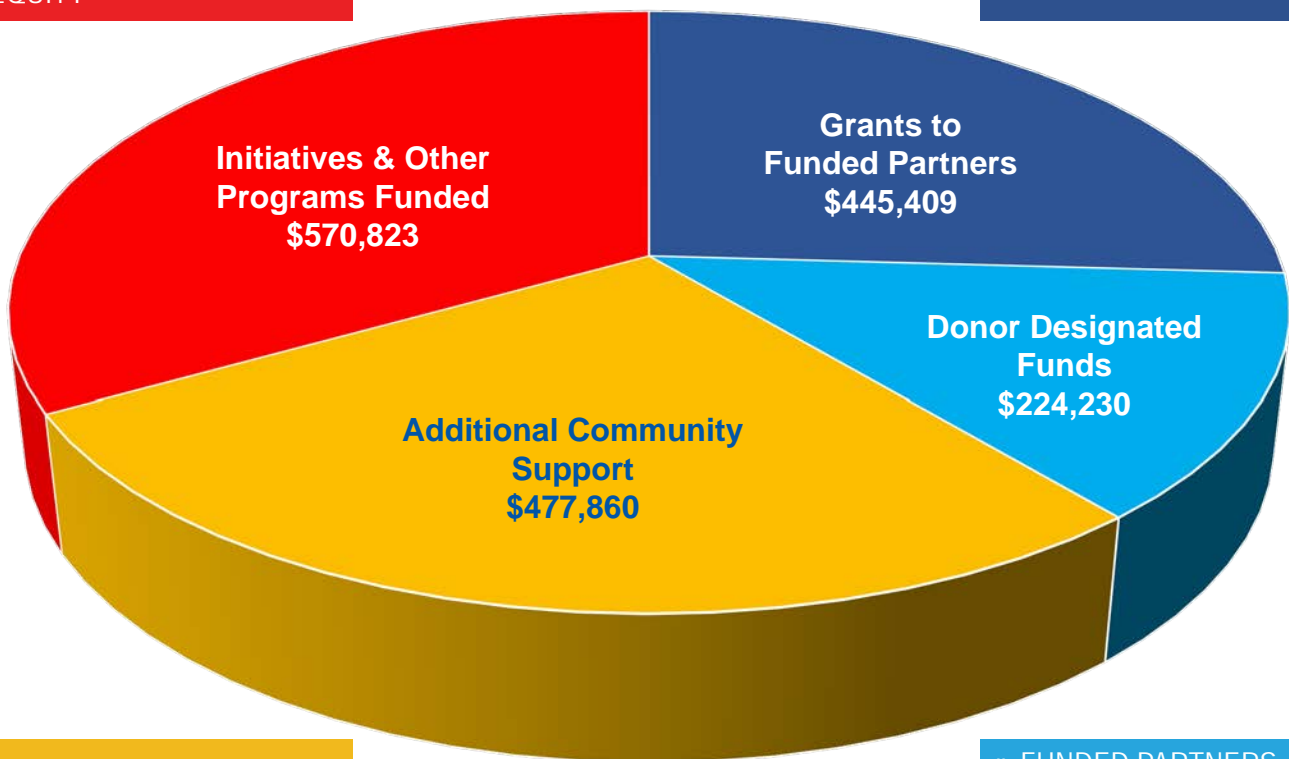
...and so much more.

For 2022-23, United Way of Henderson County's overall impact\* to the community is valued at over

**\$1.7 million.**

- » 211
- » DAY OF ACTION
- » DAYS OF CARING
- » RISING LEADERS
- » GIRLS EMPOWERED
- » SMALL BUSINESS LEAGUE
- » EQUITY

- » HEALTH
- » EDUCATION
- » FINANCIAL STABILITY
- » BASIC NEEDS & CRISIS SERVICES



- » VOLUNTEER HOURS
- » SINGLECARE
- » MYFREETAXES
- » EMERGENCY CLOTHING
- » BABY SUPPLY DRIVE
- » BOOK DONATIONS

- » FUNDED PARTNERS
- » FOUNDATIONS
- » OTHER UNITED WAYS
- » OTHER NONPROFITS
- » EMERGENCY FOOD & SHELTER

For every dollar raised, we put the value of over a dollar back into improving our community.

\*Estimates for FYE 06/30/23 as of 05/10/23. Items listed above are examples of UWHC's community impact.



United Way of Henderson County supports 35 programs at 20 local nonprofits through our Community Investment Fund grants.



### EDUCATION

- Boys & Girls Club
  - Project Learn
- Children & Family Resource Center
  - Parents as Teachers
  - PREP
- Helping Hand Developmental Center
  - Developmental Day
- Literacy Connection
  - Family Literacy
  - Youth Program
- Smart Start
  - Dolly Parton Imagination Library
  - Kindergarten Transition



### HEALTH

- Aspire
  - Kids at Work
- Big Brothers Big Sisters
  - Healthy Youth Initiative
- Boys & Girls Club
  - SMART Moves
  - Triple Play
- Children & Family Resource Center
  - Community Based Prevention
- Council on Aging
  - Meals on Wheels
- Hope Coalition
  - Hope Rising
- MANNA FoodBank
  - Food Distribution



### FINANCIAL STABILITY

- Habitat for Humanity
  - Infrastructure Development - Dodd Meadows
- Housing Assistance Corporation
  - Home Repair Program
- Literacy Connection
  - EmployED
- OnTrack
  - Financial Stability
- Pisgah Legal Services
  - Disability Assistance Program
  - Elder Law
  - Homeless Prevention Project
  - Justice for All
- Safelight
  - Job Training
- Thrive
  - Housing Case Management



### BASIC NEEDS

- Calvary Episcopal Church
  - Food Pantry
- MANNA FoodBank
  - Packs for Kids
- Medical Loan Closet
  - Low Cost Medical Loans
- MountainCare
  - Adult Day Services
- Pisgah Legal Services
  - Domestic and Sexual Violence Prevention
- Safelight
  - Family Advocacy Center
  - Shelter and Hotline
- Thrive
  - Thrive Clubhouse
- The Free Clinics
  - Healthcare Safety Net

## KINDERGARTEN READINESS

We are working to increase the percentage of children who are ready to learn upon entering kindergarten.

## SCHOOL SUCCESS

We are working to improve the school performance of historically underserved student populations.

**We believe that by providing high quality early education programs, coupled with afterschool, summer tutoring, and mentor programs, we help students achieve academic success. Programs that introduce early education tools, provide ongoing mentorship, and help youth embrace and enjoy learning contribute to the positive development of all of our neighbors.**

## PARTNER HIGHLIGHT

**L**ucy and her family enrolled in Parents as Teachers at the **Children & Family Resource**

**Center** in the summer of 2021. When the Parent Educator asked about her pregnancy, Lucy described feeling fearful because she didn't know what to expect. Lucy had limited prenatal care, experienced pre-eclampsia, and had been unable to breastfeed her daughter, Sofia.

When Lucy became pregnant again this year, her Parent Educator provided her with information and resources that gave her peace of mind and the ability to make informed decisions about her health. Lucy now has a strong social support system and her first child Sofia recently scored well on a DIAL-4 developmental screening, indicating that she is well on her way to being prepared for kindergarten when it is time.



**Parents as Teachers is one of 8 programs funded by United Way of Henderson County that are making a positive impact on the education of our neighbors.**

## PHYSICAL ACTIVITY & NUTRITION

We are working to improve the level of physical activity and nutrition for children and adults.

## HEALTHY YOUTH BEHAVIORS

We are working to decrease risky and harmful behaviors including substance abuse among middle and high school youth.

**We believe everyone should have equal access to healthy foods, physical activity, and an environment that nurtures good choices. Programs that promote healthy options, physical activity, and positive decision making ensuring all of our neighbors benefit from a healthier community.**

### PARTNER HIGHLIGHT

**A** letter from a teen-aged client at **Hope Coalition** who participated in the Hope Rising program:

“When I first came to Hope Coalition, I was smoking marijuana during the day and then I would drink to the point of blacking out every evening.

Hope Rising introduced me to relatable instructors who gave me tools to change my behaviors. They gave me hope that I could do it on my own, as I was in a really bad mental state and had surrounded myself with bad people.

Hope Rising helped me accept who I am and taught me that I did not need drugs or alcohol to make it through the day. I learned to control my reactions to others and was able to see that I could not scream at people just because my life was out of control. I specifically learned how drugs and alcohol were affecting me and those around me, and it gave me a reason to quit. I learned that there really are people that care

When I came to the program, I had two options: continue what I was doing or take this last chance I was offered (Hope Rising). I am really glad I chose to come to Hope Rising and now I



am excited to be able to volunteer and help other kids like me that have been using or getting in trouble to find a better way. Hope Rising works!”

**Hope Rising is one of 8 programs funded by United Way of Henderson County that promote a healthy lifestyle through physical activity, healthy diet, education, and peer support.**

## ECONOMIC SELF-SUFFICIENCY

We are working to improve the financial stability of individuals and families experiencing economic hardship.

## AFFORDABLE HOUSING

We are working to increase the number of individuals and families who have affordable, safe, decent housing.

**We believe that by giving people the skills and resources needed to access employment, increase income, reduce debt, and manage finances, we create a ripple effect that improves life for everyone in Henderson County. A thriving community is one where everyone has the chance to achieve financial stability.**

### PARTNER HIGHLIGHT

**M**arisol is a Spanish-speaking resident of Henderson County. She reached out to **OnTrack** because she wanted to stabilize her housing situation and work towards long-term home ownership and better financial security. Marisol was eager to participate in credit, financial, budgeting, and home buyer services provided by OnTrack.

Thanks to both the WIN interpreter network and OnTrack's Spanish-speaking staff, Marisol received information and guidance to dispute errors and negative items on her credit report, and manage balances and payments to build her credit score. She also received referrals to rental housing options, an evaluation of her home affordability range, and an action plan to increase her home-buying power. Marisol now feels she has the tools to achieve her goals and looks forward to the day she will have her own home.



**Financial Stability is one of 10 programs funded by United Way of Henderson County that promote self-sufficiency and provide a pathway for our neighbors to live independently.**

## BASIC NEEDS AND CRISIS SERVICES

Temporarily provide essential services and resources to residents in crisis.

**We believe that by supporting the basic needs of the most vulnerable Henderson County residents, we are helping them take control of their lives and create a better tomorrow for themselves and their families.**

### PARTNER HIGHLIGHT

**G**eorge had been living with diabetes for some time and taking care of his health, but following the unexpected death of his wife, he stopped caring and did not do what was needed to manage his disease. His blood sugar skyrocketed, and George ended up with a horrible diabetes-related wound which left him reliant on a cane and at risk of losing his foot.

George was introduced to **The Free Clinics (TFC)**, and he expected only to utilize the pharmacy for his medical condition. Once he met the team, however, he realized they listened and provided many types of support. TFC staff connected him to a Patient Health Advocate, offered him referrals for counseling and grief-support, and provided wrap-around services for his overall health. The care he received re-engaged George with his doctor and with better management of his diabetes. George's wound healed, his diabetes was stabilized, and he no longer needs to take insulin.

**Healthcare Safety Net is one of 9 programs funded by United Way of Henderson County that support individuals and families who are in crisis.**



On August 19, 2022 more than 550 community volunteers came together to work on 31 service projects at 23 Henderson County schools as part of United Way of Henderson County's annual Day of Action. Projects included landscaping and outdoor maintenance, preparing classrooms and educational spaces, and helping to improve playgrounds for our youngest students. In addition to hands-on labor, many participants shopped for and donated much needed school supplies, a value of almost \$19,000. The cumulative total of hours contributed by the hundreds of volunteers was more than 2,200 hours!

SPECIAL THANKS TO THE 2022 DAY OF ACTION SPONSORS:

Premier Sponsor



Silver Sponsors



Bronze Sponsors



Breakfast Sponsor  
Chick-fil-A

**“At Pardee, we are so proud and fortunate to be able to support our Henderson County schools, students, teachers and parents, and United Way. It feels good to get out and help others in our community.”**

- Jay Kirby, President & CEO  
UNC Health Pardee



**“The commitment of United Way, Pardee UNC Health Care and the community volunteers who have given their time to help our schools is amazing!”**

- Mark Garrett,  
Superintendent  
Henderson County Public  
Schools



The 2023 Days of Caring on May 12th and 13th was packed with more than 400 volunteers working side-by-side to complete 36 projects supporting 24 of Henderson County's nonprofit agencies. The volunteers contributed over 1,669 hours of volunteer labor!

The National Association of Letter Carriers' Stamp Out Hunger Food Drive was also part of Days of Caring. Letter carriers across the county collected non-perishable items from postal customers along their routes. When they arrived at the postal annex, a team of volunteers packed the donations for delivery to food pantries operated by Interfaith Assistance Ministry, The Salvation Army, and The Storehouse. In total citizens donated over 16,000 pounds of food that was placed within the community for families in need.

United Way also launched a fundraiser to support the efforts of 13 food distribution centers across the county. Thanks to a generous matching gift from **Sue and Tom Fazio**, every dollar donated was doubled and \$50,000 was raised to fight hunger in our community.



SPECIAL THANKS TO OUR 2023 DAYS OF CARING SPONSORS:

Gold Sponsors



Silver Sponsors



Bronze Sponsors

- Boyd Auto
- Mount Pisgah Lutheran Church
- Carolina Village
- Optimum
- Goldsmith Molis & Gray
- United Community Bank
- Kimberly-Clark



2·1·1

**North Carolina**

NC 211 maintains a robust database with information on thousands of programs and services in North Carolina. Callers are referred to local organizations who are best equipped to address their specific health and human services needs including food, housing, utilities assistance, healthcare, substance abuse, specific resources for older adults and for persons with disabilities, and much more.

During the 2022 calendar year, 1,099 Henderson County residents contacted 211 to request assistance with needs such as housing and shelter, food, healthcare or addictions, employment, child care, transportation, education, and emergency support. The skilled operators provided over 2,500 referrals to the callers and helped them access the services they needed.

2-1-1 is available 24/7/365 in a multitude of languages, and provides confidential counseling and referrals. Access this resource by dialing 2-1-1 or visiting [nc211.org](https://nc211.org).



**myfree**  
**taxes**

MyFreeTaxes, makes understanding and filing simple tax returns easy. The online portal means users can file federal and state returns without spending any money in tax preparation fees. The secure software walks users through the filing process and screens for common tax deductions and credits like the Earned Income Tax Credit or the Child Tax Credit. MyFreeTaxes works to help users find maximum results when filing their taxes.



**SingleCare**<sup>®</sup>

United Way of Henderson County partners with SingleCare to provide community members with access to affordable prescription medications, ensuring greater health and financial stability. The SingleCare cards:

- are always free to use by everyone
- have no registration or eligibility requirements
- offer savings of up to 80% on 10,000+ prescription medications
- are accepted at major pharmacy chains nationwide
- work whether you're insured or underinsured
- have unlimited uses



United Way works to build partnerships and mobilize community resources.

United Way of Henderson County's community impact work goes far beyond grantmaking and mobilizing volunteers. We offer leadership or support to many different community groups and initiatives. Our bird's eye view of community issues provides a helpful perspective as we participate with important community collaborations and partnerships, including:

- Behavioral Health Summit
- Early Childhood Taskforce
- Emergency Food and Shelter Program (EFSP)
- Henderson County Aging Coalition
- Henderson County Committee for Activity and Nutrition (HCCAN)
- Henderson County Partnership for Health
- Hendersonville/Henderson County Homeless Resource Team
- Nonprofit CEO and Staff Forums
- Southern Mountains Homeless Coalition

## EQUITY AND INCLUSION

Equity and inclusion are at the heart of our efforts to reduce disparities in our community and advance the common good. We are committed to improving equity within our organization and throughout our community.

Our equity work is an ongoing process. Over the past year, we continued an internal assessment that resulted in:

- an updated strategic plan
- improvements to policies and procedures
- equity-oriented adjustments to our grantmaking process
- equity training for all staff and board members

In the fall of 2022, we also provided free equity training to members of the wider community that included:

- a four-part monthly workshop series, "The Inclusive Nonprofit" provided to 30 staff from a variety of local nonprofits.
- the Racial Equity Institute Groundwater Training, provided to 80 participants, including local nonprofit staff, funding panel volunteers, and members of United Way's Rising Leaders, Women United and Small Business groups.

Women United connects and engages women who want to make a significant impact in our community. By contributing \$1,000 or more annually to United Way, WU members can take advantage of organized volunteer initiatives, community education, and networking opportunities. A three-year step-up plan, special rate for women under 40, and a sponsored membership program are also available. There is an option for anyone who wants to join. Visit [liveunitedhc.org/women-united](http://liveunitedhc.org/women-united) for details.

***Giveback Opportunities:***

Women United members find opportunities to volunteer throughout the year or contribute donated items to local agencies that can be distributed to their clients. This past year, WU members helped our community in the following ways:

- **The Storehouse Blessings in Boxes Program:**  
\$8,750 in holiday gifts purchased for 50 children.
- **Children and Family Resource Center:**  
\$430 in donated diapers and baby supplies.
- **Emergency Clothing Closets at 3 local schools:**  
\$1,709 in donated clothing
- **Crossnore Communities for Children:**  
\$511 in new children’s books for foster children



***Girls EMpowered (GEM)***

GEM, an after-school program for girls designed to increase self-esteem and school success, is Women United’s signature initiative. GEM sessions focus on career planning, inner beauty and self-confidence, friendships and conflict resolution, education options, and future dreams. In 2022-23, Women United members served as school coordinators, guest speakers, and volunteers. A total of 48 GEM girls at Upward Elementary, Hillandale Elementary, and Hendersonville Middle School heard from a variety of local women professionals, enjoyed tours of downtown women-owned businesses, and created their own dream boards with local artists. The girls completed their GEM experience with a graduation celebration where they received self-care kits or backpacks filled with school supplies.



**“GEM really inspired me to do better in school and helped me love myself for who I am.”**

-Hendersonville Middle School GEM participant



***Women United is Sponsored By:***



***GEM Backpack Sponsorships Provided By:***



***Food Sponsorships Provided By:***  
Rent828  
Southern Alarm & Security

***Downtown Business Tour Sponsorship Provided By:***  
Rent828

## Educational and Networking Opportunities

Women United members value the chance to engage and learn from one another. In 2022-23, WU members enjoyed the Annual Meeting and Summer Art Party in June, a Fall Gathering in September, and the Blessings in Boxes Social in December. They heard from dynamic women speakers at each event. They also participated in informal drop-in gatherings at local wineries and coffee shops in order to connect and build friendships. A bus-tour of some of United Way's partner agencies was a great experience for some Women United members as they got a personal glimpse of how their gifts are making a real difference.



## Women United Members

- |                        |                    |                   |
|------------------------|--------------------|-------------------|
| Paula Aguilera-Johnson | Amy Lynn Holt      | Barbara Platz     |
| Tammy Albrecht         | Kira Isaksen       | Becky Poplin      |
| Kara Ashley-Gilmore    | Nan Jennings       | Paige Posey       |
| Patti Baker            | Sharon Johnson     | Elizabeth Redden  |
| Joyce Biddix           | Kendall Jones      | Johnna Reed       |
| Ruth Birge             | Shirley Jones      | Jeanne Reno       |
| Sara Books             | Marcie Kane        | Charlotte Riddle  |
| Jenny Brown            | Jan King           | Tracy Robinson    |
| Lisa Bryant            | Sarah Kowalak      | Sissy Rogers      |
| Suzanne Camarata       | Renee Kumor        | Trina Rushing     |
| Katherine Carlton      | Kathleen Kurke     | Pamela Sacco      |
| Pauline Carpenter      | Mary Ellen Kustin  | Melissa Saltz     |
| Pamela Combs           | Tina LaFoy         | Nancy Shaffer     |
| Anna Conner            | Laura Leatherwood  | Malisia Shipp     |
| Cricket Crigler        | Darla Lindeman     | Linda Showalter   |
| Jane Davis             | Denise Long        | Kelley Singer     |
| Beverly Dillon         | Gayle Mair         | Diane Skillman    |
| Jane Dupont            | Julie Mallett      | Sarah Swartz      |
| Paige Edelstein        | Mary Masty         | Lynne Taylor      |
| Beverly Edgell         | Beth McCann        | Sharon Tirrell    |
| Teresa Edwards         | Kathryn McConnell  | Betsy Toner       |
| Susan Fazio            | Jean McGrady       | Barbara Volk      |
| Robin Giblin           | Susan McKenney     | Fair Waggoner     |
| Kelly Hart             | René McMasters     | Sharon Waldbillig |
| Donna Hastie           | Kimberly McMinn    | Brenda Wilkerson  |
| Christa Hemans         | Karen Milford      | Lauren Wilkie     |
| Kandi Hendricks        | Robin Morgan       | Christa Willey    |
| Teresa Herbert         | Elizabeth Moss     | Melissa Witmeier  |
| Anna Hicks             | Laura Mukosiej     | Misty Zemla       |
| Sherri Holbert         | Gretchen Nicholson |                   |
|                        | Amy Olszewski      |                   |



United Way's Rising Leaders Program has been helping volunteer leaders in Henderson County develop critical skills to effectively serve on a nonprofit board of directors for over 12 years.

This year's class of 21 participants met monthly to explore all facets of service to nonprofit businesses. Sessions included a tour of local nonprofits and classes in board basics and governance, the life cycle of a nonprofit, financial and legal oversight, and a special training with the Racial Equity Institute. The participants enjoyed a March graduation and speed-dating session with local nonprofits who are seeking new board members.

Special thanks to our 2022-2023 Rising Leaders Sponsors:



To learn more about the Rising Leaders Program, contact Mary Ellen Kustin at [mkustin@liveunitedhc.org](mailto:mkustin@liveunitedhc.org).

## RISING LEADERS CLASS OF 2022-2023

These leaders are well-equipped and ready to serve

**Jim Boyd**

*Alan Tate/Beverly-Hanks Realtors®*

**Angela Buchanan**

*AdventHealth Hendersonville*

**Juls Buckman**

*Hendersonville Headshots*

**Alec Burkle**

*Eaton*

**Richie Burlett**

*Burlett Painting*

**Sara Cole**

*Safelight*

**Syreeta Ellison**

*AdventHealth Hendersonville*

**Debi Gould**

*Dampp-Chaser*

**Kendal Heck**

*Smart Start Partnership for Children*

**Lauren Keplinger**

*Self-Employed*

**Hope Kim**

*Community Volunteer*

**Mary Ellen Kustin**

*United Way of Henderson County*

**Cheyenne Mathews**

*ALLCHOICE Insurance*

**Alicia McClain Hawkins**

*Camp Tekoa Inc*

**Erin Outlaw**

*WNCSource*

**Ashley Sandahl**

*Excuse Us While We Succeed*

**Jessica Sherek**

*Kimberly-Clark*

**Amy Siegler**

*LimbTech*

**Justin Staebell**

*World Vision International*

**Olivia Stuller**

*Hope Coalition*

**Victoria Todd**

*Henderson County Partnership  
for Economic Development*



# SMALL BUSINESS LEAGUE

United Way of Henderson County Small Business League (SBL) is made up of locally owned businesses with fewer than 50 employees. They are a hard-working group of professionals who give their talents and resources to help meet the needs of our community. League members supported special initiatives, with funding awards to Safelight Job Training Program, and Feeding Henderson County fundraiser.



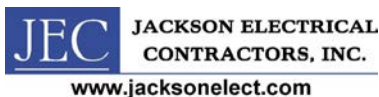
B2 Realty  
 BGW CPA  
 Champion Comfort Experts  
 Damp-Chaser  
 GreenLight Ink  
 Hulsey Media  
 Lazy Otter Outfitters  
 Mail Box & Pack

Morrow Insurance Agency  
 Pisgah AVL  
 Rent828  
 Southern Appalachian  
 Brewery  
 WGLA Engineering  
 WTZQ FM 95.3 / AM 1600

## KIMBERLY-CLARK GOLF TOURNAMENT

For twenty-five years the Annual Kimberly-Clark Golf Tournament benefitting United Way has been supporting the health, education, financial stability, and basic needs of all Henderson County residents.

### Gold Sponsors



### Silver Sponsors



### Bronze Sponsors



## BEARFOOTIN' ART WALK – KALA

Bearfootin' Art Walk builds community through a showcase of one of our most beloved neighbors, the bear. Our 2022 bear, Kala, was lovingly created by artists, Miriam M. Hughes and Laura Bell and sponsored by BMW of Asheville. Because of their generosity, Kala sold at the "buy it now" price of \$10,000.



# YOU HAVE THE POWER TO ADVANCE THE COMMON GOOD

## LEAVING A LEGACY - WAYS TO GIVE

When you give to United Way, you make the impact **you** want to make in your community.

### PLANNED GIVING

Making a planned gift to United Way is a rewarding opportunity to make a lasting impact. Your legacy gift will support United Way far into the future and help improve lives and community conditions for generations to come. You can name United Way of Henderson County as a beneficiary in your will, a retirement plan, or an existing or new life insurance policy.

### DONOR ADVISED FUND

If you have a Donor Advised Fund (DAF) with an organization such as the Community Foundation of Henderson County, you can follow their guidelines for disbursing funds to United Way of Henderson County.

### IRA QCD

If you have a traditional IRA and are of qualifying age, you may be eligible to make a tax-free gift from your IRA called a Qualified Charitable Distribution (QCD). These gifts are always tax-free, regardless of whether or not you itemize deductions on your tax returns.

### STOCK GIFTS

Donated assets such as stocks and mutual funds may provide you with an income tax deduction based on the fair market value of the gift and eliminate capital gains taxes. You may electronically transfer stock through your broker to United Way account 258-07842-1, DTC# 0057 at Edward Jones, 828-692-0237. Please list stock name and the number of shares you will be transferring.

## LEGACY CIRCLE

We are proud to recognize these generous individuals who have included United Way in a will or estate plan.

Anonymous - UWHC Fund  
 Gay Burgess Blazey, Joy D. Blazey and Frank E. Blazey Jr. Fund\*  
 Ruth B. Birge  
 John and Judy Hansen  
 William and Donna Hastie  
 Vicky Lieber  
 Normac Humanitarian Fund  
 Barbara and Yorke Pharr

Chester W. and Virginia G. Phillips\*  
 Patsy Reeves Estate\*  
 Vina L. and Richard C. Sauer\*  
 Everett and Ellen Stone\*  
 Allan and Jean Amanda\* Thomas  
 Elizabeth Warrick\*

*\*deceased*

For more information about ways to give, visit [liveunitedhc.org/waystogive](https://liveunitedhc.org/waystogive). We encourage you to speak with your professional advisor about these and other options, and we welcome the opportunity to talk with you about your goals.

To learn more, contact Denise Cumbee Long, Executive Director, at 828-692-1636 x1109 or [dlong@liveunitedhc.org](mailto:dlong@liveunitedhc.org).

United Way of Henderson County recognizes and celebrates individuals who have supported United Way for 25 years or longer. Through their dedication to United Way, they have demonstrated a personal commitment to improving the lives of every person in our community.

Anonymous (15)	Edward B. Eriksen	Martha Leonard	A. Reagan
Tammy Albrecht	Charles Fangmann	Jerry and Darla Lindeman	Johnna Reed
Shawn and Sheila Alexander	Jim and Barbara Fleshman	Timothy Littleton	Roxzanne Richards-Davidson
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Robert and Nikki Barnwell	and Carol Van Dyke	Peter and Barbara MacKinnon	Carolyn Rosendale
Thomas Beeker	Bill and Mary Garrison	Tony Mason	Ransom and Lannie
Joyce Biddix	Roy Gibbens	Phillip McMinn	Rutherford
Todd Bigley	Darren and Kim Gilliam	Jeff and Suzanne Meadows	Newell and Georgia Saltz
Ruth Birge	Henry Gosnell	Bill and Miller Medina	Arthur and Carol Sauder
George and Barbara Bond	Todd Gothberg	Mark and Linda Miller	Richard and Joan Schaad
Ginger S. Bowman	Myra N. Grant	Mark Moore	Dave and Nancy Shaffer
Charles Breedlove	Earle and Patricia Haire	Elizabeth Willson Moss	Paul and Simone Shoemaker
April D. Brickle	Henry D. Hall	and Bill Moss	Richard Sizemore
Paula S. Brooks	Lynne Hampton	Virginia Newsom	Christine Smith
Frank and Martha Brown	David Harris	Daniel Nix	John Smith
James and Evelyn Brush	Fred and Jill Hart	Edwin Nix	Ken and Jane Sugawara
Eddie Bryant	Donna and Sandy Hastie	Marian Orrok	Tom and Carolyn Swanner
Kenneth Bryson	Debbie Hensley	Helen Palmer	Ken and Susan Swayze
Sharon Burlingame	Mary Highberger	Patrick and Christy Parkhill	Elizabeth Taylor
Vincent Burris	Mike and Colleen Hobbick	Donnie and Theresa Parks	Karen L. Thompson
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Judy Edwards	Barbara Lackey	Pamela Rathburn	Wayne and Doris Youngdahl
Sherry J. Edwards	Roy and Marie Lance	Wilson and Janet Rayfield	Jean Yount



**“Although we support several organizations directly, there are many very worthy nonprofits in Henderson County doing important work, more than we can study on our own. We appreciate the expertise and local knowledge that United Way provides and know that our gifts to United Way go to agencies that have been carefully vetted and that are making a real impact. United Way helps all of us to ‘up our game.’”**

- Dr. William and Miller Medina



We extend our sincere appreciation to the Tocqueville Society members of United Way of Henderson County. These philanthropic leaders are creating lasting community change through generous investments of \$10,000 or more each year.

William C. Beck

Beverly Dillon

Tom and Susan Fazio

Henry Johnson

B.J. and Linda Klein

John and Doreen  
McTigue

Darrell Menscer  
and Faith Baker

Amy Pflug

Nick and Merrie Carol  
Weedman

Dirk and Paige Willms



**“We choose to give to the United Way because we know our dollars are directly impacting our most vulnerable citizens.”**

- Beverly Dillon



The Ochlawaha Society is made up of leadership donors who have invested at least \$1,000 in our 2022 Campaign, making a significant impact in Henderson County.

**FRENCH BROAD RIVER**

**\$5,000-\$9,999**

- Anonymous (1)
- Mary Louise Casey and Robert Matthai
- Jane Dupont
- Lowry and Anne Hobbs
- Keith and Barbra Love
- Jeff and Suzanne Meadows
- Charles and Françoise Riecker
- Missy Izard Schenck
- Sandy Schenck
- Dave and Nancy Shaffer
- Emma-Jo and Robert V. Staton

**MILLS RIVER**

**\$2,500-\$4,999**

- Anonymous (2)
- Robert and Martha Adams
- Jon Eric Anderson
- Catherine and Dale Cheek
- Don and Connie Cooper
- Norris and Cricket Crigler
- Joseph Davis
- Bill and Mary Garrison
- David and Tammy George
- Roy Gibbens
- Barbara Guidos
- Will and Kandi Hendricks
- Ted and Betsy Hipp
- Amy Lynn and Ritchie Holt

- Marcus and Kendall Jones
- Colin Larsen
- Denise Cumbee Long and Bruce R. Holliday
- David and Alison Martin
- Bill and Miller Medina
- Tom and Jackie Murrill
- Johnna and Malorie Reed
- Brett and Tori Shaffer

**CLEAR CREEK**

**\$1,500-\$2,499**

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- Allen and Pamela Combs
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- Michael Dietzel
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- Nancy G. Snowden
- Bill and Jane Swafford
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**HOOPERS CREEK**

**\$1,000-\$1,499**

- Anonymous (17)
- Ray and Brittany Adams
- David and Maureen Adams
- Tammy Albrecht
- Richard and Judy Allen
- Kayla Anderson
- Kara Ashley-Gilmore
- Kyle and Tonya Bartley
- Philip and Carolyn Bentley
- Joyce Biddix
- Ruth Birge
- Tim and Mary Rose Bolton
- Darren Booker
- Sara Books
- William and Tammy Bradley
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April D. Brickle  
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 Lee Weber  
 Brenda R. Wilkerson  
 Don and Lauren Wilkie  
 Christa Willey  
 Sandy Williams  
 Paula and Richard Willits  
 Melissa Witmeier  
 Gail and Jerry Zink

*\*deceased*



**“Having served on the United Way board and on United Way’s funding panels for several years, I learned a lot about the nonprofits that seek funding from United Way. I learned about their programs and met their personnel, and I was impressed with everything. I would support all of them. But it made sense for Jo and me to donate to United Way. United Way has an excellent staff and volunteers who do the vetting of these organizations for us. We consider our gift to United Way every year and we feel we’re helping every agency that applies for funding.”**

- Bob and Jo Staton

## \$500 - \$999 DONORS

We thank these donors who made generous gifts of \$500 - \$999 to the 2022 Annual Campaign.

Anonymous (16)	Michael Campbell	Lucas Franklin	Michael Howell
Andrew Abram	Michael Cannon	Ryan Freck	Paul Hummer II
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Helen Palmer  
Rickey and Earnestine  
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Bobbie Player  
Michael and Heather Pless  
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William Willis  
Scott Wischow  
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Everett Keith Worley  
Jon Worley  
Brian Young  
Nigel Young  
Rodney Young  
Shane Young  
Misty Zemla

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Dr. Julian Crowder  
Erskine and Gay Love  
Margaret Mandlekorn  
Jean Amanda Thomas  
Jan Witte



GOLD CAMPAIGN SPONSOR

Wilsonart is not only one of Henderson County’s top employers, but also a company that prides itself on giving back to our community. Their longstanding partnership with United Way has resulted in a total investment of almost \$2.7 million to support neighbors in need. Whether it be fielding volunteers for Days of Caring, providing corporate sponsorship support, or engaging employees in United Way campaigns that consistently reach the highest overall total for employee giving in our area, Wilsonart demonstrates a spirit of corporate philanthropy that is making a big impact and is changing lives for the better.

“Wilsonart joined the community in 1979. Since that time, Wilsonart and our employees have supported the United Way through annual employee giving campaigns, corporate sponsorships, and volunteerism. Partnering

with United Way gives Wilsonart and our employees the avenue to impact the community in a variety of ways that meet the many needs of our fellow citizens. Wilsonart is proud to partner with United Way.”

-Tammy Albrecht, *Director of Operations – Fletcher Plant and United Way of Henderson County Campaign Manager*



Wilsonart employees recognized with United Way 2022 Giving Award.



GOLD CAMPAIGN SPONSOR

AdventHealth promises to provide whole-person care - body, mind and spirit - to every person, every time. In addition to meeting the health and wellness needs within its hospital and more than 40 medical offices, AdventHealth and its team members take the promise into the community through its partnership with United Way. AdventHealth has a mission of Extending the Healing Ministry of Christ which enables it to team up with United Way through corporate support, employee giving and volunteerism.

“At AdventHealth we are blessed to be able to care for the whole-person, meeting the health and wellness needs of our community. That care often goes beyond the doors of our clinical offices to

address needs and situations that can impact a person’s physical, mental and spiritual health. United Way shares this same commitment to our community. AdventHealth is honored to continue our relationship with United Way to ensure these resources are available today and for years to come.”

-Brandon Nudd, *AdventHealth Hendersonville CEO and United Way of Henderson County Board Member*



AdventHealth team members Live United to help our community during 2023 Days of Caring

*Congratulations to our 2022 Campaign Award Recipients:*

<b>PREMIER CORNERSTONE AWARD</b> Wilsonart	<b>POWER OF PARTNERSHIP AWARD</b> Meritor	<b>LIVE UNITED AWARD</b> Publix Store #1586	<b>CHANGE MAKER AWARD</b> Kimberly-Clark Corporation
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Thank you to our Bronze Campaign Sponsor:  **Kimberly-Clark**

Each year we work hand-in-hand with industry partners to create lasting solutions in our community. The companies listed on this page give generously to United Way through sponsorships, employee giving campaigns, in-kind gifts, and corporate gifts. We thank them for their support.

**2022 Supportive Organizations**

- |  |   |   |   |
|--|---|---|---|
| <ul style="list-style-type: none"> <li>A Growing Concern</li> <li>AdventHealth Hendersonville</li> <li>Allen Tate / Beverly Hanks, Realtors of Hendersonville</li> <li>AmazonSmile Foundation</li> <li>AstenJohnson</li> <li>B2 Realty</li> <li>Black &amp; Veatch</li> <li>Blue Ridge Community College</li> <li>Blue Ridge Health</li> <li>Blue Ridge Orthodontics</li> <li>BMO Financial</li> <li>BMW of Asheville</li> <li>Boys &amp; Girls Club</li> <li>C. Edwards Group, Inc.</li> <li>Carolina Alliance Bank</li> <li>Carolina Village</li> <li>Caterpillar Inc</li> <li>Chamber of Commerce</li> <li>Champion Comfort Experts</li> <li>Chick-fil-A</li> <li>Children &amp; Family Resource Center</li> <li>City of Hendersonville</li> <li>Colton Groome</li> <li>Community Foundation of Henderson County</li> <li>Council on Aging</li> <li>Current</li> <li>D9 Brewing Company</li> <li>Daikin America</li> <li>Dampp-Chaser Electronics</li> <li>Delta Air Lines</li> <li>Denny's</li> <li>Dominion Energy</li> <li>Downtown Hendersonville, Inc.</li> <li>Duke Energy</li> </ul> | <ul style="list-style-type: none"> <li>Eaton Electrical</li> <li>Edward Jones - Brevard Rd Elkamet</li> <li>Emergency Food and Shelter Program</li> <li>Enterprise Holdings Southeast, LLC</li> <li>Fazio Golf Course Designers</li> <li>Fed Ex Ground - Fletcher</li> <li>Fibervisions</li> <li>First Bank</li> <li>First Citizens Bank &amp; Trust</li> <li>First Horizon</li> <li>First National Bank</li> <li>Fi-Tech</li> <li>Flat Rock Cinema</li> <li>Fletcher Area Business Association</li> <li>FOX Factory</li> <li>Goldsmith Molis &amp; Gray, CPA</li> <li>Green Light Ink LLC</li> <li>Habitat for Humanity</li> <li>Harris Teeter #379</li> <li>Haynes Wire International</li> <li>HCA</li> <li>Helping Hand Developmental Center</li> <li>Henderson County Government</li> <li>Henderson County Public Schools</li> <li>Hendersonville Country Club</li> <li>HomeTrust Bank</li> <li>Horizon Heating and Air</li> <li>Hulsey Media, Inc.</li> <li>IBM</li> <li>IMOCO, Inc.</li> <li>Interfaith Assistance Ministry</li> <li>ISM</li> </ul> | <ul style="list-style-type: none"> <li>Jackson Electrical Contractors, Inc</li> <li>James H. Cummings Foundation</li> <li>Johnson &amp; Johnson</li> <li>Kimberly-Clark</li> <li>Lazy Otter Outfitters</li> <li>Levine Children's Hospital</li> <li>Literacy Connection</li> <li>M. B. Haynes</li> <li>Mast General Store</li> <li>MAU</li> <li>Meritor, Inc.</li> <li>Microsoft - Tech Soup</li> <li>Milkco, Inc.</li> <li>Morrisette</li> <li>Morrow Insurance Agency</li> <li>Mountain Creative Arts Counseling</li> <li>Nelnet</li> <li>Network for Good</li> <li>Oklawaha Brewing Co.</li> <li>Optimum</li> <li>O'Reilly Auto Parts</li> <li>Henderson County Partnership for Economic Development</li> <li>Pepsi-Cola Bottling Company</li> <li>Phan Family Charitable Fund</li> <li>Pierret North America</li> <li>PNC Bank</li> <li>Pratt and Whitney</li> <li>Printpack, Inc.</li> <li>Publix</li> <li>Raymond James Financial</li> <li>RB Sales and Service</li> <li>Reaben Oil Co.</li> <li>Reliant Mailing Services</li> <li>Rent828</li> <li>Safelight</li> <li>Saint Paul Mountain Vineyards</li> </ul> | <ul style="list-style-type: none"> <li>Schneider Electric</li> <li>SECC - State Employee Combined Campaign</li> <li>SELEE Corporation</li> <li>Sixth Avenue Psychiatric Rehab. Partners</li> <li>Small Business League</li> <li>Smart Start Partnership for Children</li> <li>Southeastern Container, Inc.</li> <li>Southern Alarm &amp; Security</li> <li>Southern Appalachian Brewery</li> <li>Summit Filtration LLC</li> <li>TD Bank</li> <li>The Barn at Tall Oaks</li> <li>The Free Clinics</li> <li>The French Apron</li> <li>Thrivent</li> <li>Times-News</li> <li>Triangle Stop Food Stores</li> <li>Truist Bank</li> <li>Turner Industries</li> <li>UNC Health Pardee</li> <li>United Community Bank</li> <li>United Federal Credit Union</li> <li>United Way of Greater Milwaukee</li> <li>United Way of Henderson County</li> <li>United Way of the Midlands</li> <li>United Way Worldwide</li> <li>Vulcan Materials Co.</li> <li>Webb Network Management</li> <li>WestRock</li> <li>WGLA Engineering</li> <li>Wilsonart International</li> <li>WNC Bridge Foundation</li> <li>WTZQ 1600 AM</li> <li>Zachry Group</li> </ul> |
|--|---|---|---|

**ROB AND GINGER CRANFORD COMMUNITY SERVICE AWARD**

*In recognition of outstanding contributions to the people of Henderson County  
2022 Cranford Award sponsored by Morrow Insurance Company*

**JAN WITTE\***

Jan Witte was a dedicated board member and volunteer at United Way of Henderson County. She also served on the board at Hands On Children’s Museum and was a longtime volunteer at the Children and Family Resource Center. Her passion for children ran deep, and after her retirement from the Department of Defense where she was the Director of Children & Youth, she brought her gifts to Henderson County and quickly jumped into volunteer services with nonprofits that aligned with her passion. Jan passed away suddenly in December of 2022, but she leaves a lasting legacy. She cared deeply, lived humbly, and was an inspiration to all who knew her.



*\*deceased*



**EDWARD C. BRISLEY, JR AWARD**

*In recognition of hard work, dedication, and outstanding volunteer service  
2022 Brisley Award sponsored by Ken Adams-Edward Jones*

**BARBARA PLATZ**

“I have been part of United Way of Henderson County for over 20 years, and have served as a volunteer in many capacities. One of the many aspects of UWHC of which I am most proud is the inclusion of community volunteers in the funds allocation process. Henderson County can be confident that UWHC funds are used in ways that have the support of community members with a wide variety of backgrounds and interests. The UWHC Board is a working board, engaged, and inclusive in its membership and processes. After 12 years on the Board, I will miss participating in many aspects of the organization, but will continue to be a volunteer and donor.”

“United Way has a long history of helping our fellow citizens in their time of need. Now more than ever, our community needs the services provided by United Way. This work is not possible without the help of many generous people who are the backbone of the work of United Way. Together we can make the difference.”

*Thank you to our 2022 Champaign Chair Tammy Albrecht, Director of Operations – Fletcher Plant, Wilsonart.*



**2022 LOANED EXECUTIVES**

- Bryan Byrd, B2 Realty
- Carrie Ann Chandler, EXP Realty
- Todd Gothberg, AdventHealth
- Sherri Holbert, Relocate828

**2022 GRANT SUPPORT**

- Dogwood Health Trust
- Community Foundation of Henderson County
- Henderson County Government
- James H. Cummings Foundation
- Truist Foundation

## Statement of Financial Position

For Fiscal Year Ended June 30, 2022

<u>Assets</u>	
Cash and Cash Equivalents	771,579
Accounts Receivable	125,144
Pledge Receivable, Net	371,310
Donated Lease Receiveable	--
Prepaid Expenses	10,466
Beneficial Interest in Assets Held by Others	455,883
Life Insurance Cash Surrender Value	57,052
Property and Equipment, Net	139,450
Total Assets	<u>\$ 1,930,884.00</u>
 <u>Liabilities and Net Assets</u>	
Liabilities:	
Allocations and Designations Payable	584,253
Operating Payables	10,071
Accrued Expenses	17,193
Total Liabilities	<u>\$ 611,517.00</u>
Net Assets:	
Unrestricted Net Assets	
Unappropriated	953,450
Board Appropriated	240,917
Temporarily Restricted	125,000
Total Net Assets	<u>1,319,367</u>
Total Liabilities and Net Assets	<u>\$ 1,930,884.00</u>

Note: The summary above has been extracted from the FYE June 30, 2022 audited financial statements prepared by Goldsmith Molis and Gray PLLC and primarily reflects the 2021 campaign activity. These statements, accompanying notes integral to the statements, and the Independent Auditors' Report should be taken in their entirety. The full audit statement along with the 990 are available at [liveunitedhc.org/accountability](http://liveunitedhc.org/accountability).

## United Way of Henderson County

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828.692.1636

[liveunitedhc.org](http://liveunitedhc.org)



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