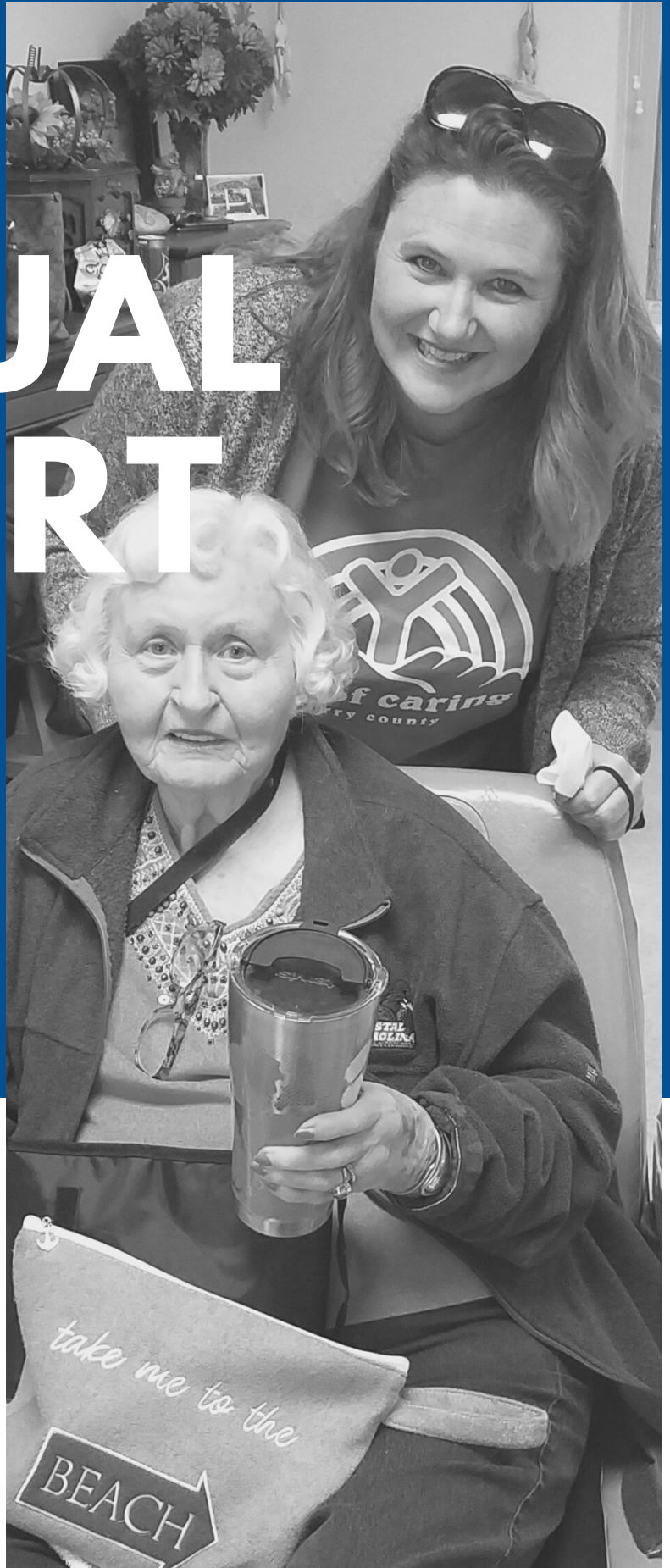


ANNUAL REPORT 2019



United Way
of Horry County

PRESIDENT'S SPEECH

Over the last 46 years United Way of Horry County has worked to raise the standard of living in our community. How are we doing this? By mobilizing the caring power of our community to achieve impactful change in Horry County. Your generosity and our shared goals have made it possible for us to invest millions of dollars over the last 46 years back into our community to support programs that focus on our three pillars of access to health, education and financial stability. In 2019, we supported 27 nonprofit agencies that ran programs that included dental care for at risk children, back to work programs for homeless adults, after school tutoring, mental health counseling, emergency crisis relief and much more.

In addition, United Way of Horry County's 211 call center provided resources to 2,169 callers, we funded a Summer Literacy Camp in rural Horry County and once again held our VITA tax assistance program. These programs are making a difference for thousands of individuals right here in Horry County. They are allowing children to succeed in school, they are allowing parents to find jobs, and they are preventing families from getting evicted from their homes. I look forward to seeing what the future holds for United Way of Horry County and what change we can make together in 2020.

Live United!



blakely j. roof

PRESIDENT & CEO

CHAIRMEN'S SPEECH



Serving as the United Way as Board Chair for the United Way of Horry County from 2017 to 2018 was a tremendous honor. The work this chapter and its partners do, day in and day out, to serve the critical needs of our community is vital and essential work. Although I am proud of what we've achieved, I am humbled by the dedication and hopeful spirit our volunteers possess. Our volunteers continuously and selflessly devote their time, talent, and treasure to support those in need.

Even though we've experienced some record-setting years for the United Way Campaign, raising more than \$2.7 million, there's still so much work to be done. Although my term as Board Chair has concluded, I will continue to support and advocate for this organization since it is near and dear to my heart. I wish John Rowe, the 2019-2020 Board Chair, the very best of luck in his pursuit of making a measurable, positive change for our community.

Thank you, United Way of Horry County. Our roots are deep, our foundation is secure, and together, our future is bright.

justin lee

2017-2019 EXECUTIVE BOARD CHAIR



First and foremost, I'd like to thank our Board of Directors, Executive Committee and Past Board Chair, Justin Lee, for their unselfish commitment to leading our United Way organization last year. In conjunction with the Board of Directors our United Way Staff worked tirelessly to raise funds throughout Horry County to support the needs of our community. Although our coastal community has been impacted repeatedly with hurricanes and historic flooding, I'm extremely proud of the resiliency, progress and resources that our United Way staff, local volunteers and community agency partners were able to deliver in a critical time of need. None of which would be possible without the contributions from our corporate and individual donors.

I'm excited and grateful for the opportunity to serve as the United Way of Horry County Board Chair for the next two years. With the experienced leadership of our new President & CEO, Blakely Roof, and our dedicated United Way staff I'm confident that we will continue to carry out our United Way mission in supporting Health, Education and Financial Stability for our residents in Horry County.

john rowe, III

2019-2021 EXECUTIVE BOARD CHAIR

OUR MISSION

United Way of Horry County fights for the health, education & financial stability of every person in our community. Through United Way, your support goes beyond temporary fixes to create lasting change in our community.

By bringing people and organizations together around innovative solutions, collectively we impact thousands of lives every year.

United Way of Horry County is:

- A caring community of big hearts
- A results-driven organization
- A trusted steward of your investment
- A connector of citizens to community needs
- A network of dedicated community partners and impactful programs



POWER OF PARTNERSHIP

The success of individuals, families, and neighborhoods in Horry County requires that United Way of Horry County and our partners work collaboratively to uphold our three pillars for everyone in our community.

Our three impact areas are defined as:

- Access to Health
- Financial Stability
- Education

This success is done by:

- The generosity of our donors - individuals, corporations, and foundations
- The span of our partnerships - nonprofits, government, corporations, colleges and universities, communities, hospitals, churches, and more
- The results of our work- progressing toward our goals in access to health, financial stability, and education

Deeply entrenched challenges require multi-faceted solutions, collective action, and significant investment to address effectively. The magnitude of the assets United Way of Horry County is able to bring to community problem-solving -- expertise, volunteers, cross-sector engagement, proven practices, and financial investment -- are why we are able to create the solutions that will shape our community and its future.

2019 COMMUNITY PARTNERS

Access to Health

Center for Counseling and Wellness
MENTAL HEALTH COUNSELING

Children's Recovery Center
CHILD ABUSE ADVOCATES & MEDICAL SERVICES

Classy Smiles
DENTAL CARE FOR AT-RISK CHILDREN

Coastal Samaritan Counseling Center
MENTAL HEALTH COUNSELING

Family Outreach of Horry County
PARENTS ON POINT

Friendship Medical Center
HEALTH & MEDICAL SERVICES

Grand Strand Miracle League
ADAPTED TEAM SPORTS FOR SPECIAL NEEDS INDIVIDUALS

Horry County Disabilities and Special Needs
JOB COACH FOR SPECIAL NEEDS

Mobile Meals of the Grand Strand
FEEDING HOMEBOUND SENIORS

Neighbor to Neighbor
SENIOR TRANSIT PROGRAM & NEIGHBOR TO NEIGHBOR PLUS

Rape Crisis Center
SEXUAL ASSAULT SERVICES

SOS Health Care
AUTISM COMMUNITY EDUCATION

Education

Boys and Girls Club of the Grand Strand
BE GREAT: GRADUATE/AFTER SCHOOL LITERACY & SUMMER CAMP PROGRAM

Claire Chapin Epps YMCA
ACHIEVEMENT GAP/SUMMER LEARNING LOSS PREVENTION

Freedom Readers
AFTER SCHOOL & SUMMER READING TUTORING

Horry County Office of First Steps
RAISING A READER

Reach Out & Read
INCORPORATING BOOKS THROUGHOUT PEDIATRIC CARE

In 2019, United Way of Horry County allocated \$707,322 to 27 partner agencies in our community that support access to health, education, and financial stability.

Financial Stability

A Father's Place
PATHWAYS TO EMPLOYMENT THROUGH FATHERHOOD

American Red Cross, Eastern SC Chapter
HOUSEHOLD FIRES WITHIN HORRY COUNTY

Churches Assisting People
FOOD PANTRY, CLIENT ASSISTANCE & NUTRITION EDUCATION

Community Kitchen
FEEDING THE HUNGRY

Family Justice Center
DOMESTIC VIOLENCE VICTIM ASSISTANCE

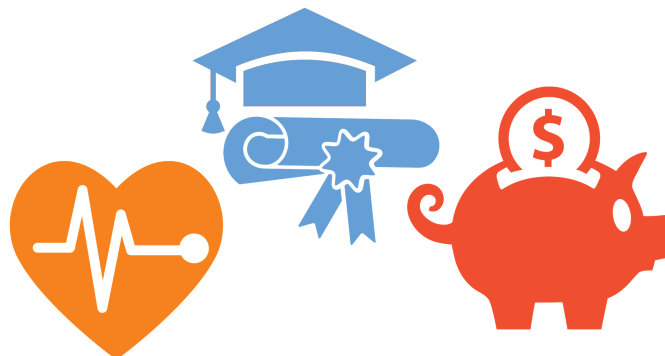
Helping Hand of Myrtle Beach
FOOD PANTRY AND CLIENT ASSISTANCE

New Directions of Horry County
BACK TO WORK- BACK TO LIFE

North Strand Helping Hand
FOOD PANTRY AND CLIENT ASSISTANCE

North Strand Housing Shelter
HOUSING THE HOMELESS

South Strand Helping Hand
FOOD PANTRY AND CLIENT ASSISTANCE



ACCESS TO HEALTH

IMPACT AREA REPORTS



6,598

6,598 youth and adults received assistance through health related programs funded by United Way of Horry County.



At least 80% of clients at **Center for Counseling and Wellness** reported that they are improving towards established goals in the counseling process based off of the Client Satisfaction Survey that is administered at least once per year.

Mobile Meals of the Grand Strand served over 18,475 meals to home-bound seniors in Horry County in 2019.

80% of **Neighbor to Neighbor Plus** participants reported feeling more socially connected to their community as a results of the program.

EDUCATION

IMPACT AREA REPORTS



11,932

11,932 youth received educational tutoring or early childhood reading intervention funded by United Way of Horry County.



80% of 3rd - 5th grade students enrolled in **The Boys & Girls Club of the Grand Strand** earned A/B Honor Roll in the last academic year. 52% of 6th-12th graders earned A/B Honor Roll.

90% of 3rd - 5th graders participating in **Freedom Readers** are projected to increase their MAP Lexile scores by April 2019. All early readers will know their letters and sounds.

FINANCIAL STABILITY

IMPACT AREA REPORTS



32,676

32,676 men, women, children, and veterans were sheltered or assisted through case management, job training, and/or food pantries funded by United Way of Horry County.

95% of the clients served at **Family Justice Center** reported that their sense of security, as well as, their sense of self-worth has improved as a result of having their basic human needs met by the Victim Assistance Fund.

Helping Hand of Myrtle Beach prevented eviction or loss of utilities of 1,146 households and helped 1,320 individuals receive transportation assistance.

2019 HIGHLIGHTS



january - february

UWHC received a \$60,000 gift from Tidelands Health to be used in partnership with Black River United Way to help with disaster preparedness, recovery and resiliency in Horry, Georgetown, and Williamsburg counties. UWHC used our portion to refurbish and repair four homes devastated in the aftermath of Hurricane Florence.

The Community Champion Award was introduced. This award recognizes the giver in each campaign sector that has given the highest percentage change over the last year.

VITA was held where volunteers assisted 700 individuals with tax preparation at no cost, resulting in over \$350,000 in returned earned income credit and over \$808,000 in tax refunds.

march - april

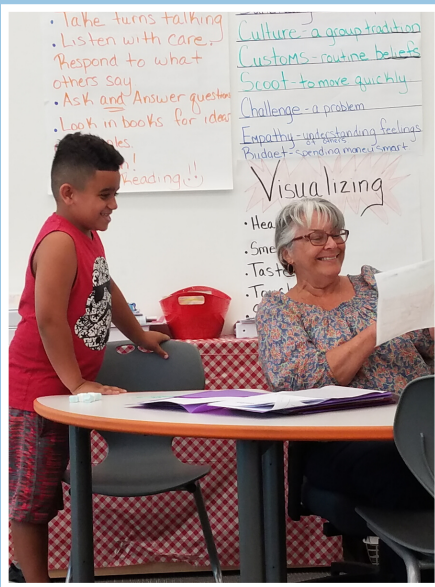


may - june

Volunteers gathered across the county to fill and distribute 1000 bags of toiletries and small gifts for shut-in seniors in Horry County. This event was partnered with Mobile Meals of the Grand Strand and Horry County Council on Aging.

UWHC helped host the first ever Waccamaw Non-Profit Summit attended by over 80 non-profit area leaders.

2019 HIGHLIGHTS



july - august

Welcomed Blakely Roof as President and CEO to UWHC. Blakely serves as the 4th President and CEO in the 46 year history of United Way of Horry County.

UWHC funded the Summer Literacy Program at Finklea Community Center. Children were able to continue working on their reading and literacy skills throughout the summer to prevent the "summer slide." Tutoring helped students retain reading skills through the summer onto the new academic year.

The 1st Annual Campaign Kick-off Celebration was held to launch the annual giving campaign & recognize our Pacesetters for the 2019-2020 Campaign.

The 26th Annual Day of Caring was held on October 18th. Over 300 volunteers worked on 14 different projects across Horry County. Tasks included landscaping, painting, playing games with seniors, and building a new drop-off box for donations.

september - october



november - december

The 4th Annual United to Read event was held in Horry County Schools. 90 volunteers read to 100 first grade classrooms across the county. This year's book was "Grace For President" by Kelly DiPuccio. The book focused on American elections, gender equality, and being confident in yourself.

OUR INITIATIVES

Hurricane Disaster Relief

Even though Horry County was spared from a hit from a major storm in 2019, there were still many residents dealing with the devastation from 2018's Hurricane Florence and flooding. In 2019, UWHC dispersed over \$109,000 in disaster relief funds by working in partnership with Catholic Charities, Samaritans Purse and other community partners to aid in repairing damaged homes and roofs, provide temporary living arrangements for those in need, help with post disaster clean up and fund crisis relief agencies. All efforts worked towards putting those Horry County residents affected back in safe, sanitary living conditions. Moving into 2020, there is still work to be done in areas of disaster cleanup and UWHC will continue to serve as a resource for those in need. All funds used in disaster relief were received from designated grants and contributions specific to this cause.

211 Help Line

211 is a one-stop resource for finding assistance in Horry County. A database is kept of a wide variety of service providers including support groups, community clinics, counselors, shelters, food pantries, programs for seniors, and many more agencies in South Carolina. Call 2-1-1 anytime, 24 hours a day, 365 days a year to link to vital services in the community. You can also call 211 toll free at 1-866-892-9211. This service is free and is available in multiple languages.

Volunteer Income Tax Assistance (VITA) Tax Preparation

Horry County residents who earn less than \$56,000 per year are eligible to participate in this program. Certified volunteers assist clients with their basic income tax return for free. They also let clients know if they qualify for special tax credits. In 2019, 700 individuals participated resulting in over \$808,000 in tax refunds.

Caring for Kindergartners - Feb 19

For the 16th year, United Way of Horry County partnered with Coastal Carolina University's Athletic Department. For this event, 85 student-athletes taught the importance of volunteerism to the youth of our community. They read "How Full is Your Bucket? For Kids" to kindergarten classrooms in Horry County. The student-athletes serve as mentors to the students. After the reading, the kindergartners write a note and draw a picture to be given to homebound seniors through our May Day bag program.

May Day Bags - May

During this event volunteers gathered at chamber of commerce buildings across Horry County to fill 1,000 bags with toiletries and small gifts to shut-in seniors in Horry County. Mobile Meals of the Grand Strand and Horry County Council on Aging delivered these bags to clients.

United to Learn - Fall & Spring

United to Learn was introduced into four Horry County District Schools in Fall 2017. The idea was created by the Board of Directors after realizing that Horry County had one of the lowest literacy scores in the state of South Carolina. The goal was to help with students in the bottom 20%. The majority of the students in the program don't get the one-on-one educational time at home which is critical to the student's success and improvement. This is where the volunteer steps in to provide the one-on-one time and a positive role model in the child's life. The connection between volunteer and student will grow and develop into a meaningful and connected relationship.

Day of Caring - Oct 18

United Way of Horry County's largest event involved over 300 volunteers working on 14 different projects across Horry County. Activities included building a drop-off shed, painting, landscaping, laying sod, playing games with seniors, dancing with special need clients, and creating a learning trail.

United to Read - Nov 7

90 volunteers gathered this year to read "Grace for President" to all 100 first grade classrooms in Horry County Schools. The theme of the book centered around the presidential election and having self confidence. This is a tri-county wide event that is partnered with Black River United Way.

our VOLUNTEER LEADERSHIP

Board of Trustees

Tiffany Andrews	Edward Benton	Laurence Bolchoz Allocations Chair	Lisa Bourcier
Don Bridwell	Lowell Carter	Dr. Deborah Conner	Rick Elliott
Christy Everett Campaign Chair	Kema Faulk Parsley	Woodrow Ford III	Tanya Greenlee Treasurer
Mark Kruea	Justin Lee Past Board Chair	Dr. Rick Maxey	Monty Morrow
Jim Owens	John Rowe, III Board Chair	Collier Schettig	Gregg Turbeville
		Brett Yates	

Campaign Cabinet

Dr. Deborah Conner Public Service	Rick Elliott North Strand	Stephanie English South Strand
Christy Everett Campaign Chair	Kristie Hendrick & Amanda Lanford Inland	
Edwin Hinds Professional	Jim Rabon Industry	Brett Yates Myrtle Beach

OUR COMMITTED COMMUNITY

The **Crescent Society**, chaired by Dennis Wade, is a dynamic and caring group of citizens who want to see change happen faster in Horry County. It was formed to recognize and connect those who make a higher level of commitment to lead the way in improving lives in our community.

Tocqueville Society

The Jackson Family Fund
Matt and Marion Scalise

Crescent Society

Clay and Emma Ruth Brittain

Victoria Burroughs

Matthew Chila

Edwin and Rebecca Hinds

Tim and Patty Jemison

Joe and Jeanne Mize

Marc and Sherry Smith

Roddy and Betsy Swaim

Dennis and Marie Wade

Judith Atkins Wall

Anonymous

Hidden Hero Award

Congratulations to **Helen Tindal** from Santee Cooper, for receiving the first ever Hidden Hero Award. Helen plays a vital role in the Employee Giving campaign with Santee Cooper, coordination of volunteers for Day of Caring, and is a constant advocate for United Way of Horry County, and much more.

The Hidden Hero award will be given out annually to a volunteer that goes above and beyond to help give back to Horry County.



OUR COMMUNITY INVESTMENTS

Community Partner Allocated Funds \$707,322.00

Disaster Relief \$109,418.66

United Way Impact Programs \$60,490.23

211 Help Line

Born Learning Trail

Caring for Kindergartners

Charity Tracker

Day of Caring

May Day Bags

Summer Literacy Program

United To Read

VITA Tax Assistance

Total Amount Invested in Horry County **\$877,680.89**

Over 60,000 individuals were impacted through United Way of Horry County funding in 2019.



All funds used in disaster relief were received from designated grants and contributions specific to this cause.

CONTACT US



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of Horry County**

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Conway, SC 29526

Mailing: PO Box 673
Conway, SC 29528

Operating Hours:
Monday - Friday
8:45 am - 4:45 pm

UnitedWayHorry.org



United Way of Horry County



UnitedWayOfHorryCounty

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