

**THERE IS A WAY.  
A UNITED WAY.**





# A YEAR IN REVIEW

At the beginning of 2020, none of us were prepared for what we would confront. And no one knew how many in our community would need our help. Faced with a once-in-a-generation challenge, United Way of Horry County staff, donors, volunteers and our entire community came together in an unprecedented way. When the pandemic disrupted Horry County, our community was hit harder than any other area in the state and it left many underserved communities even more vulnerable. With unemployment at an all-time high and food scarce, we helped our neighbors who were most impacted by the global pandemic and economic downturn get the relief and support they needed. In addition, we also fulfilled our commitments to 26 nonprofit agencies by funding programs providing access to health, education, and financial stability. We were still able to hold our annual events such as Day of Caring and a virtual United to Learn. Our 211 referral line became one of the most trusted and vital resources in our community with calls and referrals increasing over 1,800% for assistance.

**We can't thank you enough. Your support allowed us to respond to a huge unforeseen need in our community and continue doing our day-to-day work of providing opportunities for health, education and financial stability for all.**

Thanks to you, we've been able to help this community navigate an uncertain time. **But the need is far from over. Next year, we plan to do even more.** In 2021, you will learn how United Way of Horry County will transition from a Community Chest Model to the Collective Impact Framework. This will allow us to collaborate and mobilize resources to make the largest impact on the most pressing needs in our community. This change marks an exciting time for our organization and Horry County, and I think we can all agree that having something positive to look forward to is just what we all need!

**Blakely J. Roof, President and CEO**



**LIVE UNITED**

Through **United Way of Horry County**, 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.

## MISSION

United Way of Horry County fights for the health, education, and financial stability of every person in our community.





# LOOKING FORWARD

**John W. Rowe, III**  
*Board Chair*

As I reflect on this past year for United Way of Horry County, it has been one filled with perseverance and accomplishments. We continue to make significant contributions to our community through our internal programs and support from local agencies that provide critical services to our neighbors, friends, co-workers, and families. We continue to Live United through this unprecedented time.

This year has also experienced unforeseen circumstances given the COVID-19 pandemic. The UWHC staff was able to adapt their programs to meet the new demand of needs from our county. From coordinating mass food distributions to assembling vaccine safety kits, the UWHC staff was more than willing to help those who needed it most.

I am so proud to be able to lead a Board of Directors that is enthusiastic about making a change in Horry County. As we look forward to 2021, I know that these talented individuals, from both the staff and board levels, are determined to make Horry County a better community for all those in it. We are determined to LIVE UNITED!

## 2020 BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

**John W. Rowe, III**

**Board Chair**

*South Atlantic Bank*

**Justin Lee**

**Immediate Past Chair**

*Coastal Carolina National Bank*

**Tanya Greenlee**

**Finance Chair**

*Horry Georgetown Technical College*

**Christy Everett**

**Campaign Chair**

*Grand Strand Water and Sewer Authority*

**Laurence Bolchoz**

**Allocations Chair**

*Coastal Carolina National Bank*

### BOARD OF TRUSTEES

**Edward Benton**

*C.L. Benton and Sons*

**Don Bridwell**

*Publix Coastal North*

**Dr. Deborah Conner**

*Coastal Carolina University*

**Woodrow Ford, III**

*Retired*

**Dr. Rick Maxey**

*Horry County Schools*

**Jim Owens**

*Retired*

**Collier Schettig**

*Sandhills Bank*

**Brett Yates**

*Wells Fargo Advisors*

**Lisa Bourcier**

*Horry County Schools*

**Lowell Carter**

*HTC*

**Rick Elliott**

*Elliott Realty*

**Mark Kruea**

*City of Myrtle Beach*

**Monty Morrow**

*Brittain Resorts*

**Kema Faulk Parsley**

*Myrtle Beach Area Chamber of Commerce*

**Gregg Turbeville**

*Santee Cooper*



# YOU WERE PART OF THE CHANGE!

United Way of Horry County is dedicated to improving the lives of our neighbors. We unite our community and fight for the health, education, and financial stability of every citizen in Horry County. All money that is raised here, stays here.

## GIVE

LAST  
YEAR

**\$1.1 MILLION**

WAS PLEDGED  
TO FUND



**28 PROGRAMS**

## ADVOCATE

EVERY**ONE** CAN MAKE A DIFFERENCE

**1** VOICE  
LETTER  
CALL  
LIKE, SHARE, OR COMMENT  
IMPACTS **THOUSANDS**



## VOLUNTEER

LAST  
YEAR

**520** VOLUNTEERS  
GAVE  
OVER

**3,115**

HOURS IN SERVICE  
TO OTHERS





# COVID-19

When COVID-19 hit Horry County, UWHC quickly recognized the power of collaboration and worked with agencies and businesses to try and eliminate duplication of efforts and to address any unmet needs in our county. In doing so UWHC was able to work with dozens of nonprofits to give relief to tens of thousands of Horry County residents in need, whether it be through providing a meal or giving children a safe space to have virtual learning.

While the pandemic is far from over, our community has proven once more it is #HorryStrong and UWHC will continue to provide resources and information in a timely manner to those in need all while continuing our goal of access to health, education and financial stability to everyone in Horry County. Take a look at some of the relief efforts accomplished during this strenuous time.



UWHC helped fund, organize, or recruit volunteers for 22 mass food distributions in Horry County that helped feed over 18,200 families.



UWHC received a \$100,000 grant from the OneSC Fund. This grant assisted six local organizations, as part of a coalition, to give direct basic needs assistance for those affected by COVID-19. All together, \$237,000 was raised which helped prevent 123 individuals from being evicted and 423 individuals keep their electric running in their homes.



South Carolina Department of Health and Environmental Control's (SC DHEC) "Operation Snowball" was held at the UWHC office in November. UWHC volunteers were able to separate 76,000 cotton balls into 100 count bags to be used for the COVID-19 vaccination kits.



78 volunteers were recruited to assemble Personal Protection Equipment (PPE) kits for SC DHEC. 24 Santee Cooper employees were able to assemble 150 PPE kits for Neighbor to Neighbor as part of a Day of Caring project.



The need for the 211 Helpline was at an all time high. During 2020, 211 operators processed 5,553 referrals. That is a 52% increase over referrals in 2019.



Financially helped to support the YMCA Virtual Learning Academy and the Boys and Girls Club of the Grand Strand to ensure children had a safe place to continue to learn and grow while schools were out and parents were at work.



# HEALTH



At UWHC, we're making strong, strategic investments in programs that provide all adults and children access to the health services they need to not only be well, but to thrive. Good health and nutrition are leading factors in a young person's ability to perform academically, and for a family to achieve financial stability. United Way of Horry County will continue the fight for public policies and programs that focus on health and wellness for our community's children and families.

The following health programs received a total of \$189,500 in 2020:

**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 and Medical Services*

**Grand Strand Miracle League**

*Adapted Team Sports for Special Needs Individuals*

**Mobile Meals of the Grand Strand**

*Feeding Homebound Seniors*

**Neighbor to Neighbor**

*Senior Transit Program and Neighbor to Neighbor Plus*

**Rape Crisis Center**

*Sexual Assault Services*

**SOS Care**

*Summer Camp*



**Total Individuals Served Across Health Programs: 3,129**



# EDUCATION

Children's earliest experiences – before they even enter school – can determine their ability to succeed for the rest of their lives. Early access to quality education is essential to promoting a child's development and learning into the future.

The following educational programs received a total of \$87,200 in 2020:

**Boys and Girls Club of the Grand Strand**

*Be GREAT: Graduate Afterschool Literacy and Summer Camp*

**Claire Chapin Epps Family YMCA**

Children's Education and Achievement Gap Prevention & Virtual Learning Academy

**Freedom Readers**

*Afterschool Children's Tutoring*

**Reach Out & Read**

*Reach Out & Read - Horry County*

**United Way of Horry County**

*Caring for Kindergartners*

**United Way of Horry County**

*United to Read*



**Total Individuals Served Across Educational Programs: 14,769**



# FINANCIAL STABILITY



Whether it's instability due to a family crisis, unemployment or a history of financial insecurity, United Way and our partners provide education, training, and resources to help people break the cycle of poverty, overcome financial hardship, and reduce homelessness. By connecting our neighbors to job training, employment opportunities, and career counseling options, we help create an opportunity for independence and a better quality of life.

The following financial stability programs received a total of \$512,827.85 in 2020:

**A Father's Place**

*Pathways to Excellence for Fathers*

**American Red Cross Eastern SC Chapter**

*Fire Safety and Household Fires in Horry County*

**Catholic Charities**

*Disaster Relief and Food Pantry*

**Churches Assisting People**

*Critical Needs Assistance*

**Community Kitchen**

*To-go Meals for the Hungry*

**Eastern Carolina Housing Association**

*Emergency Food*

**Family Justice Center**

*Domestic Violence Victim Assistance Fund*

**Helping Hand of Myrtle Beach**

*Direct Client Assistance/Food Pantry*

**Horry County Disabilities and Special Needs**

*Job Coach for Special Needs*

**Lowcountry Food Bank**

*Food Distributions*

**New Directions of Horry County**

*Back to Work, Back to Life*

**North Strand Helping Hand**

*Direct Client Assistance/Food Pantry*

**North Strand Housing Shelter**

*Housing the Homeless*

**South Strand Helping Hand**

*Direct Client Assistance/Food Pantry*

**United Way of Horry County**

*Voluntary Income Tax Assistance (VITA)*



**Total Individuals Served Across Financial Programs: 40,427**





## OUR IMPACT

### LIVE UNITED

#### 211 HELPLINE

211 is a one-stop resource for finding assistance in Horry County. The 211 referral specialist accesses a database covering 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)

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 2020, volunteers helped 890 individuals file their taxes.

#### CARING FOR KINDERGARTENERS

For the 17th year, United Way of Horry County partnered with Coastal Carolina University's Athletic Department. For this event, 175 student-athletes taught the importance of early childhood literacy and volunteerism to local kindergarteners. The student-athletes read "The Giant Hug" to kindergarten classrooms in Horry County. The student-athletes serve as mentors to the students. After the reading, the kindergarteners wrote a note and drew a picture to be given to homebound seniors through our May Day bag program.





## OUR IMPACT

### LIVE UNITED

#### DAY OF CARING

United Way of Horry County's largest annual volunteer event was scaled back due to COVID-19, but still had a huge impact with over 80 volunteers working on 11 different projects across Horry County. Activities included painting, landscaping, pressure washing, assembling personal protection equipment kits, compiling Born Learning bags, and reorganizing a storage unit. Volunteers were excited to be able to give back to their community during the pandemic.

#### UNITED TO READ

United to Read was held virtually this year due to COVID-19. UWHC featured "Hometown Heroes" including WPDE News-15 Chief Meteorologist Ed Piotrowski, three-time United States Olympian Amber Campbell, a Medieval Times Knight, Splash from the Myrtle Beach Pelicans, Devante' Jones from Coastal Carolina University Men's Basketball, Aja Blount from Coastal Carolina University Women's Basketball, Sergeant Jarrett Wallace from the Conway Fire Department, Officer Chris Sterling from the Myrtle Beach Police Department, Bruce Refuse from Horry County Solid Waste Authority, Gator 107.9 Morning Show Host Adam Dellinger, and WBTW News-13 Evening Anchor Nicole Boone were able to virtually read to 159 first grade classrooms in Horry County. This year's title was "Big Al" by Andrew Clements. This event raises awareness of the importance of early literacy and celebrates reading!

#### CHARITY TRACKER

UWHC administers Charity Tracker, an online tool used by 21 local agencies and churches. Attendees and grant disbursement information is stored and made available to all agencies and churches in order to efficiently provide services, share information, and mitigate the burden of client transportation. The tool provides accountability for those being served, as well as agencies working collectively to move individuals into financial stability. A bulletin feature allows partners to post services, such as classes and events, and alerts allow partners to post urgent needs. UWHC and SC Thrive provide training for this web application and support for qualified agencies and volunteers.





# 2020 HIGHLIGHTS



## 1ST NONPROFIT OF THE MONTH WINNER

In January, the Myrtle Beach Area Chamber of Commerce awarded UWHC with the first ever Nonprofit of the Month award. This award is given to local nonprofits who are excelling in providing services and giving back Horry County.



## TIDELANDS HEALTH GRANT RECIPIENT

Tidelands Health awarded UWHC with a grant of \$25,000 to be used to fund our new summer learning program, Camp United. Camp United is a program focused on improving math and literacy skills in kindergarten and first grade students in our county. In summer, 2021, Camp United will be held at Loris Elementary School.



## HORRY COUNTY ALLIANCE

UWHC became the Horry County Alliance leaders in September. The Horry County Alliance group is comprised of over 60 different nonprofits and organizations around the county who come together to collaborate and gain knowledge on important issues that we are all facing as a community.



## WACCAMAW NONPROFIT SUMMIT

Beginning in October, UWHC partnered with the Frances P. Bunnelle Foundation, The Chapin Foundation, and Waccamaw Community Foundation to host a series of virtual training workshops. These educational workshops were free to nonprofits and their board members. Topics covered included: Pivot Fundraising and Crisis Management, Volunteerism and Virtual Engagement, Financial Toolkit, Board Governance, and Implicit Bias.



## CARING CUP

In November, Socastee High School received UWHC's Caring Cup. The Caring Cup is an award given to the Horry County School that pledged the highest amount for the previous campaign year. Socastee High School employees pledged over \$1,500. The Caring Cup trophy is displayed in their front office for a whole year.



## CHRISTMAS TREE GIFTS

UWHC partnered with a local Lowe's Home Improvement store to bring Christmas cheer to families in Horry County who were struggling to celebrate the holiday season. Twenty families were gifted a Christmas tree, ornaments, and stockings for their homes. A few of our staff members were able to help set up and decorate the trees for the families.



## A COASTAL CAROLINA CHRISTMAS

Coastal Carolina University's Football team contacted UWHC the week before Christmas wanting to give back to local students. The student athletes wanted to use their own money to adopt children in our community who were in need. UWHC was able to provide the CCU team with seven Loris Elementary School students who needed some extra holiday cheer. The student athletes purchased needed winter items for the students along with toys and books.

United Way's 2-1-1 Call Center is

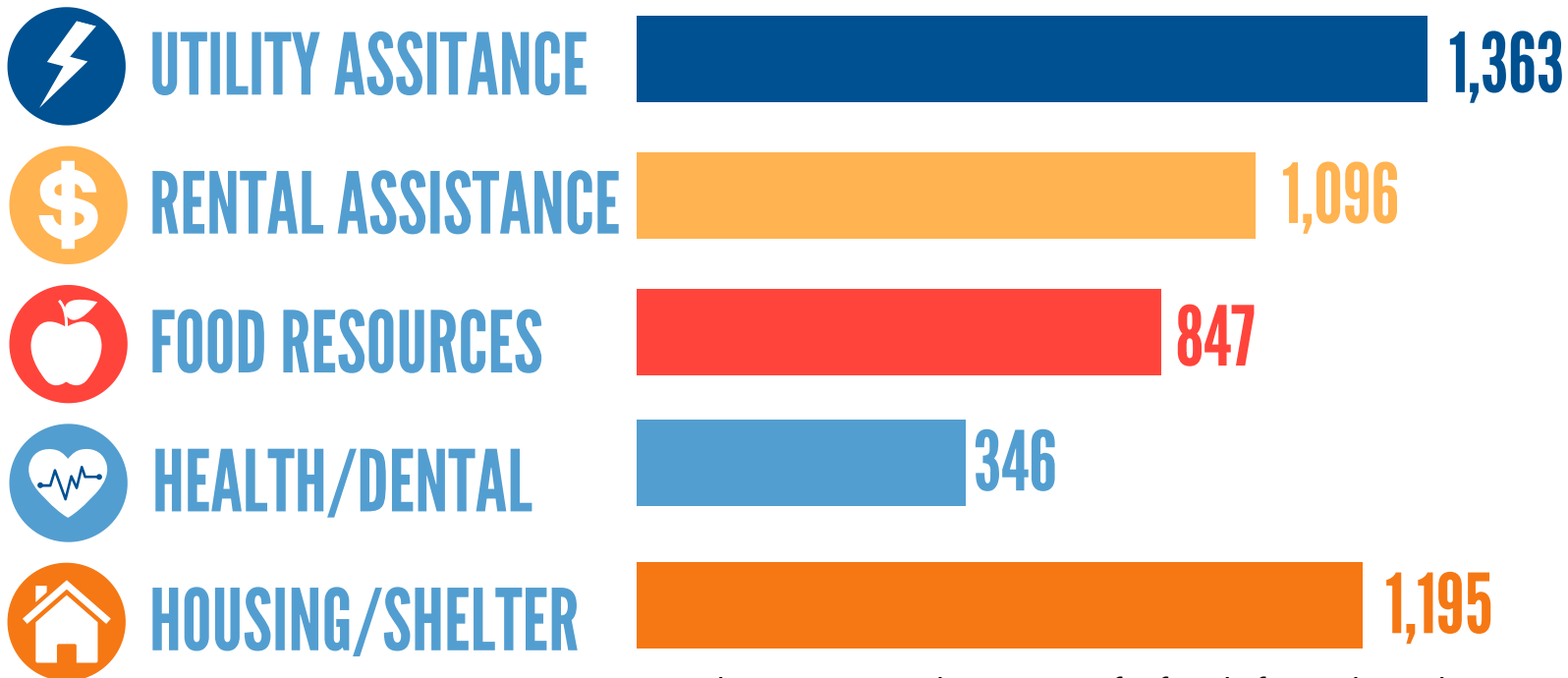
**FREE - CONFIDENTIAL - 24/7/365**



**Get Connected. Get Help.™**

Serving Horry County, referral specialists connect callers with local resources and empower them to meet their needs. We are proud to offer this service through a grant provided by **Bank of America Charitable Foundation**.

## TOP REASONS INDIVIDUALS IN HORRY COUNTY CALLED 2-1-1:



\*Number represents the amount of referrals for each need

## CREATING CONNECTIONS



### 40 AGENCIES REFERRED

from the 2,728 calls to 2-1-1 Horry County,  
8 of these agencies are UWHC Grantee Partners



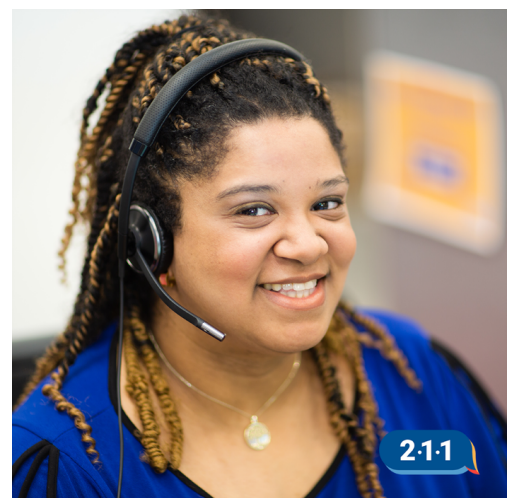
### 5,553 REFERRALS WERE GIVEN

to individuals in Horry County



### 121,749 UNIQUE VISITORS

went to [www.sc211.org](http://www.sc211.org)



# COMMUNITY IMPACT transition

It is apparent now more than ever that we all need to work together as a UNITED front to combat the biggest issues in Horry County and to create a long-lasting, positive impact in the community. United Way of Horry County (UWHC) will be transitioning from a Community Chest (investment) Model to a new Community Impact Framework (CIF), which will be implemented by the 2023 UWHC grant cycle (mid-year 2022). The CIF will allow UWHC to identify the most pressing needs in Horry County and the partners to collaborate with to address them, while being able to show the true impact we are all making in the community with donor dollars.

We have created some Frequently Asked Questions to help our agencies and donors better understand our transition:

## **What will the new Community Impact Framework (CIF) look like?**

The **CIF** will allow us to:

- (1) improve people's lives by providing better access to services and coordinated supports for individuals and families most at risk
- (2) explore new partnerships with agencies, donors, others to leverage resources and share ideas that will improve the system of care for people in our community
- (3) initiate innovation and working together to solve social problems
- (4) shift the overall mix of community investments to focus on large-scale initiatives that have the power to build for the future and deepen community impact.

The CIF will also allow us to incorporate more Collective Impact strategies. Collective Impact is based upon the understanding that no single policy, government entity, or organization can tackle or solve deep-rooted social problems alone. Moving beyond a partnership or collaboration, Collective Impact calls for a longstanding commitment between multiple organizations all working toward a common goal.

## **There are five key elements to Collective Impact:**

- (1) a common agenda
- (2) a shared measurement system
- (3) a coordinated plan of strategies and activities
- (4) continuous communication
- (5) backbone support.

## **How is UWHC going to implement the Community Impact Framework?**

**Step one:** Compose a Community Impact Task Force, composed of issue area experts and Horry County community members, to help UWHC lead this transition (January 2021).

**Step two:** Hold community conversations, conduct community needs assessment surveys, and secondary data research to find the true needs in Horry County (February – June 2021).

**Step three:** Gather data and let everyone (the public, donors, agencies, etc.) know what we learned (July 2021).

**Step four:** Identify the partners we can work with to address the gaps in our community, narrow down our focus areas (Health, Education, Financial Stability, and Basic Needs) to concentrate on specific issues under each pillar, and implement the Results Based Accountability logic model to measure impact (July-December 2021).

**Step five:** Have new CIF in place by the 2023 UWHC grant cycle (mid-year 2022).

## **Who will UWHC be funding?**

UWHC will be funding agency programs that are working towards the issues identified, as well as creating and/or strengthening our own internal programs/initiatives. Multiple agencies will still be funded under each pillar. Agencies are eligible to receive funding for multiple programs under multiple pillars if qualified.



# SMALL BUSINESS 365

SB365 is an exclusive network of small businesses that support United Way of Horry County. These businesses are making a daily impact on the health, education, and financial stability in Horry County. This new Affinity Group makes giving back easier, rewarding, and affordable. Small businesses play a critical role in maintaining our local economy. **By giving back, small businesses also have the power to enable long lasting change.**

For an annual gift of at least \$365, or a dollar per day, small businesses with 50 or less employees can become members of the SB365 Affinity Group.

Being a member of SB365 has its perks:

- Public recognition through United Way of Horry County social media
- Company name on the United Way of Horry County website
- SB365 window decal to proudly display at their business



# COMMUNITY CHAMPION

Community Champion Week happens in late spring across Horry County. Staff and board members visit with each business and one resident who has been giving for three consecutive years and has made the largest percent pledge increase in their sector. There are seven sectors that are recognized as Community Champions: Industries, Myrtle Beach Business, Inland, South Strand, North Strand, Residential, Public Service, and Professional. **The following are our 2019-2020 Community Champions:**

## INDUSTRIES

**Santee Cooper**

## MYRTLE BEACH BUSINESS

**Myrtle Beach Area Chamber of Commerce**

## INLAND BUSINESS

**Amanda's Collection**

## SOUTH STRAND BUSINESS

**The Jackson Companies**

## NORTH STRAND BUSINESS

**First Palmetto Bank**

## RESIDENTIAL

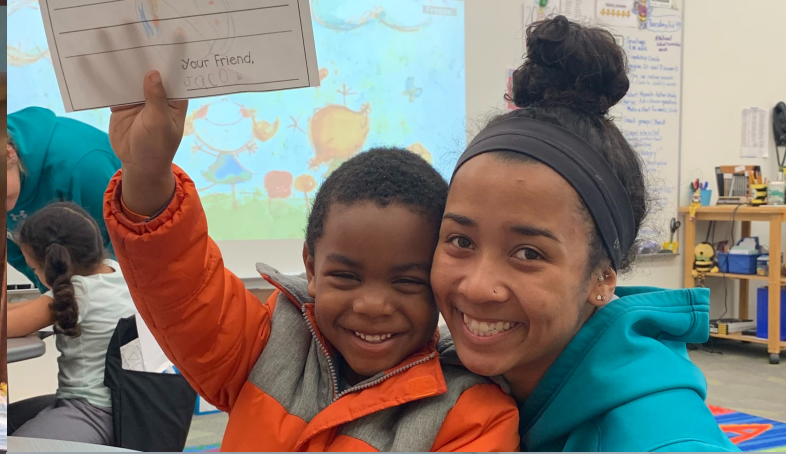
**Richard Hair**

## PUBLIC SERVICE

**Myrtle Beach Elementary School**

## PROFESSIONAL

**H. Eugene Butler, III D.M.D.**



## HIDDEN HERO

The Hidden Hero Award is given out annually to an individual or organization that has gone above and beyond to help United Way of Horry County. The Hidden Hero recipient is often not recognized by the public for the work that they complete, but they are dedicated to our mission and diligently work to give back to Horry County.

The 2020 Hidden Hero Award was given to **Coastal Carolina University Department of Athletics**. CCU's Department of Athletics has been a long and steady partner and volunteer with UWHC for nearly two decades. In 2020, CCU student-athletes partnered with us to hold the 17th Annual Caring for Kindergartners event. In January, the CCU Department of Athletics reached out to UWHC looking for service opportunities for student-athletes participating in the Sun Belt Conference Convention being held in Conway. When United to Read went virtual in November, CCU provided two student-athletes from the Men and Women's Basketball team to volunteer to read. In December, CCU Department of Athletics partnered with UWHC in conjunction with the football team to adopt local students in-need for Christmas.

UWHC wanted to recognize CCU Department of Athletics for all that they have done to improve lives in Horry County. CCU Department of Athletics is most deserving of this award and UWHC could not have been more proud to present them with the 2020 Hidden Hero Award.



# TOP BUSINESS DONORS

The fight to improve the health, education, and financial stability of every person in Horry County would not be possible without the help and support of these amazing companies. Thank you for your generous contributions.

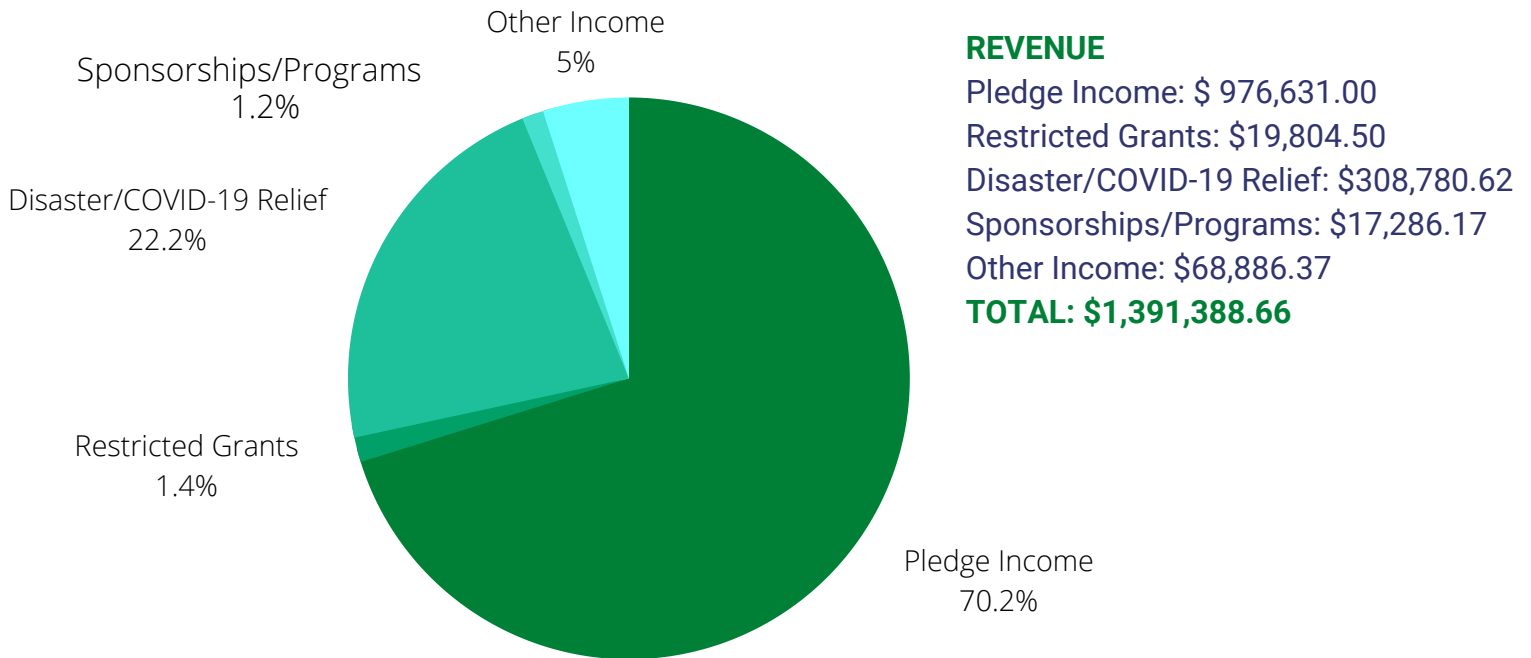
**We are working together to advance the common good.**

These companies and/or their employees gave over \$10,000 in the last campaign year.



# 2020 FINANCIALS

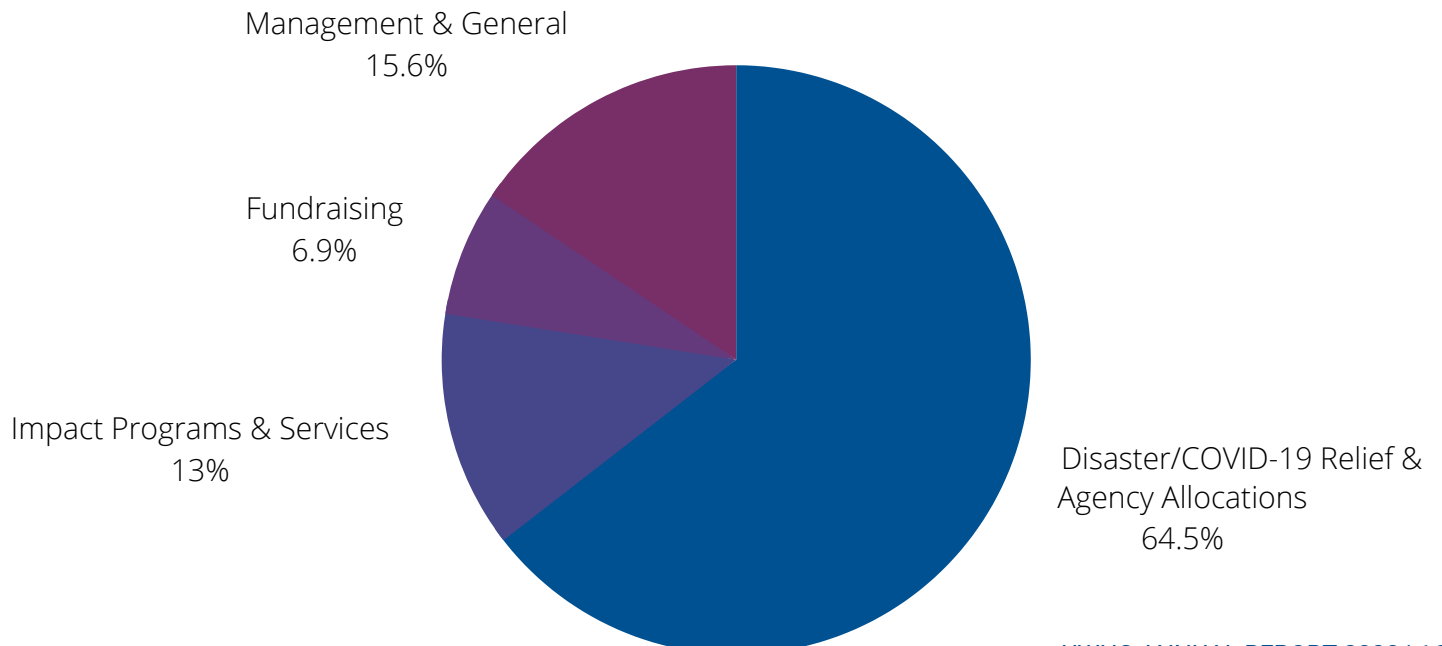
## Revenue



## EXPENSES

Disaster/COVID-19 Relief & Agency Allocations: \$865,644.27  
Impact Programs & Services: \$174,492.69  
Fundraising: \$93,063.59  
Management & General: \$208,892.81  
**TOTAL: \$1,342,113.36**

## Expenses







## CONTACT US

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Instagram: UnitedWayofHorryCounty