



Stronger UNITED: Breaking the Cycle, Building the Community

2021 Community Needs Assessment Summary

**United Way of
Horry County**



BECOMING THE UNITED WAY OUR COMMUNITY NEEDS



The United Way of Horry County (UWHC) must be a dedicated problem solver who will impact the most critical social issues in our community. To build this vision, we took advantage of the powerful relationship between the community and the United Way as an opportunity to gain a greater understanding of our local social issues.

A community needs assessment serves as the starting point to address a community's needs and advocate for improvements. UWHC partnered with several organizations to conduct a county-wide survey and several community conversations. We took this community wisdom and paired it with secondary research and statistics. This document takes the reader through the process—what we learned and how those voices led us to gain priceless knowledge. We plan to use this information to shape exciting new goals for the future of Horry County. Achieving these goals will require us to come together as a community to utilize this information to invest our resources, focus our funding, and build collective impact. This is a new direction for our community fueled by the voices that matter, **YOURS**.

Blakely J. Roof
President and CEO
United Way of Horry County

John W. Rowe, III
Board Chair
United Way of Horry County

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Community Conversation Process

UWHC and Waccamaw Community Foundation hosted community conversations modeled after the Harwood Institute "turning outward" approach. These community conversations helped to ensure these voices were heard by providing a safe environment for people to share their aspirations for the community and the barriers they perceive to achieving them.



These 90-minute kitchen-table style conversations took place across the county in 20 different locations and brought together over 260 community members from diverse backgrounds and beliefs to discuss various issues. We stayed quiet and recorded answers, leaving the attendees to provide honest feedback. These conversations helped identify factors that impact our community's health, education, self-sufficiency, and basic needs.

What We Asked

What kind of community do you want?

What are the two or three most important issues or concerns when it comes to the community?

What concerns do you have about these issues?

What do you think is keeping us from making the progress we want?

What are the kinds of things that could be done that would make a difference?

What groups or individuals would you trust to take action on these things?

What are indicators that the things we talked about are starting to happen?

Thinking back over the conversation what groups or individuals would you trust to take action on these things?

If we came back together in six months or a year, what might you see that would be an indication that the things we talked about tonight were starting to happen?

Now that we've talked about this issue a bit, what questions do you have about it?

Survey Process

The UWHC Community Survey was a multiple-question survey that addressed the respondent's characteristics, demographics, and education, health, income, and self-sufficiency concerns. These questions were a combination of multiple-choice, scaled, and open-ended response questions. The survey did not ask for any identifying information so we could provide privacy for our community to promote honest feedback.



The survey identified factors that impact our community's health, education, self-sufficiency, and basic needs. The survey was provided to our community members in English and Spanish and to community service providers.

The survey was distributed online via Survey Monkey by UWHC, Horry County Schools, and other community partners to Horry County residents. The survey was taken by 3,880 community members and providers over a two-month period.

What We Asked

What educational concerns do you have for your community?

What do you rate the overall health of the community?

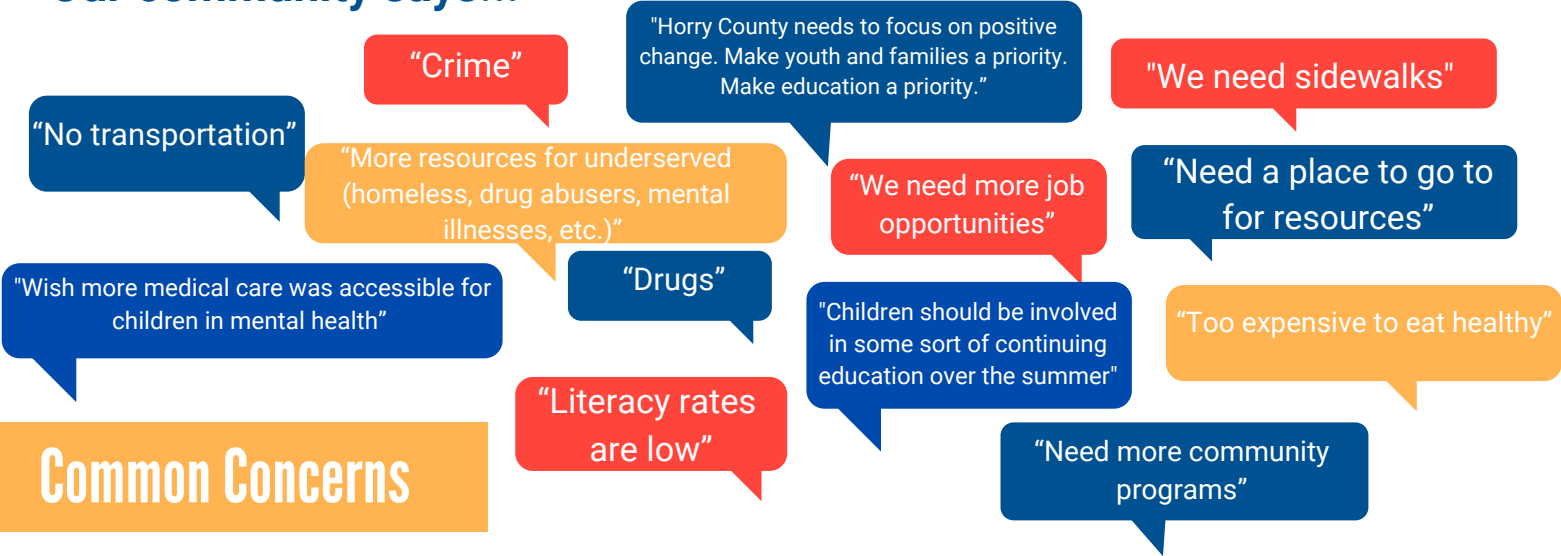
What are the important factors for a healthy community?

What health concerns do you have for the community?

What health or social service access and availability concerns do you have for the community?

What Income and self-sufficiency concerns do you have for yourself or the community?

Our community says...



Community Health

Community Safety

Economic Mobility

Community Empowerment

Youth Enrichment

Basic Needs

Community Health

Horry County residents expressed their concerns with many aspects of our community health. Residents had concerns about illegal drug use, the lack of access to affordable healthcare, basic medical care, medications, mental health services, and wellness programs. The lack of wellness programs included; health education, obesity prevention, healthy eating, and senior programs. However, residents found our lack of mental health services to be the biggest barrier to our community health.



54%

NEEDED MENTAL
HEALTH CARE IN THE
LAST 12 MONTHS

45%



SAID THAT ACCESS TO AFFORDABLE
HEALTH CARE WAS A CONCERN FOR
THEIR HOUSEHOLD



43%

FOUND FAMILY VIOLENCE TO BE A
CONCERN IN THE COMMUNITY

1 IN 4

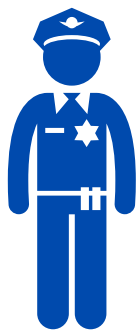


NEEDED SUBSTANCE ABUSE CARE IN
THE LAST 12 MONTHS

Community Safety

Horry County residents have concerns regarding safety in our community. They expressed that the lack of sidewalks/bike lanes, limited street lights, non-labeled bus stops, and no bus stop benches were concerns. Residents also stated that crime, including drug dealing, prostitution, shootings, and theft left them feeling that their communities were unsafe.

Because of these issues, they were concerned about the lack of community/recreational places for their children to go, especially in the rural communities. Residents felt that the lack of police presence, engagement, and sensitivity were also a problem. Other safety concerns expressed were disaster response, flooding, housing repair, abandoned homes, domestic violence, sexual assault, and human trafficking.



67%

STATED THE LACK OF POLICE
PRESENCE AND POSTIVE
ENGAGEMENT WERE CONCERNS
FOR OUR COMMUNITY

43%



BELIEVE THAT WE HAVE
AN UNSAFE COMMUNITY



39%

BELIEVE THAT WE NEED MORE
SAFE PLACES TO BE ACTIVE

49%



EXPRESSED THAT HUMAN
TRAFFICKING IS A CONCERN

Economic Mobility

Many Horry County residents face barriers regarding economic mobility. They stated that we have a lack of good jobs and employment services. Residents were unaware of the job training and education resources in the area. Other concerns from the community were the lack of employment skills training, financial education, the inability to obtain the required identification and vital records, and lack of preparation of young people for the workforce.



80%

BELIEVE THAT THE LACK OF
TRANSPORTATION IN OUR
COMMUNITY IS A CONCERN

65%



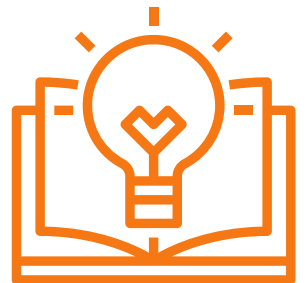
FOUND THAT A LACK OF
EMPLOYMENT SKILLS AND
SERVICES WERE A CONCERN



78%

STATED THAT NOT PREPARING
YOUNG PEOPLE FOR THE
WORKFORCE IS A CONCERN

75%



WERE NOT AWARE OF THE
RESOURCES IN THE AREA AND FELT
WE LACKED ACCESS TO RESOURCE
CENTERS AND GUIDES

Community Empowerment

Horry County residents have a clear vision of what it takes to be a community that is empowered. Residents expressed that they would like to see more community action and teamwork. They aspire to live in a community that is collaborative, inclusive, diverse, and unified. Residents believe that if we work together to help reduce litter/trash, revitalize communities and host diverse community events, we can be a community in which to be proud.



EXPRESSED THAT THEY WOULD LIKE A MORE DIVERSE, INCLUSIVE, AND UNIFIED COMMUNITY

60%



STATED THAT OUR COMMUNITY NEEDS INCREASED INFRASTRUCTURE AND NEIGHBORHOOD REVITALIZATION



30%

EXPRESSED A CONCERN FOR OUR LACK OF COMMUNITY EVENTS

60%



EXPRESSED THAT LITTER AND TRASH WERE CONCERNS FOR OUR COMMUNITY

Youth Enrichment

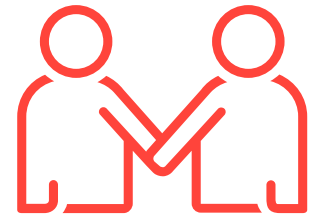
Horry County residents expressed many concerns regarding our future generation and stated that we have a need for a multitude of services and programs. Residents believe that increasing access to affordable programs and services that aim to address education, school attendance, tutoring, mentoring, character development, and juvenile delinquency/gang prevention will help our youth develop into productive members of our community. Residents overwhelmingly agreed that youth enrichment starts at home and continues with positive role models, school systems, and community educational programs.



55%

EXPRESSED THAT THERE ARE NOT ENOUGH SAFE, AFFORDABLE, AND FULL TIME PLACES FOR CHILDREN TO GO IN OUR COMMUNITY

69%



STATED THAT LACK OF MENTORSHIP WAS A CONCERN FOR YOUTH IN THEIR HOUSEHOLD



68%

BELIEVE THAT THE LACK OF YOUTH PROGRAMS AND SERVICES IN OUR AREA IS A CONCERN

63%



EXPRESSED THAT JUVENILE DELINQUENCY/GANG PREVENTION IS A CONCERN

Basic Needs

Many Horry County residents face critical issues every day because of their lack of access to life's basic necessities. These issues include the ability to pay for utilities, housing, food, basic hygiene, transportation and basic health and dental care. Residents expressed that there is a great need for services that address these issues in Horry County.



32%

HAVE MISSED A RENT, MORTGAGE OR UTILITY PAYMENT IN THE LAST 12 MONTHS BECAUSE THEY DID NOT HAVE ENOUGH MONEY

74%



STATED THAT FOOD ASSISTANCE WAS A CONCERN FOR THIER HOUSEHOLD



76%

EXPRESSED THAT NOT HAVING CURRENT AND CORRECT INFORMATION ABOUT RESOURCES IN THEIR AREA WAS A CONCERN

70%



50%

EXPRESSED THAT AFFORDABLE HOUSING WAS A CONCERN FOR OUR COMMUNITY

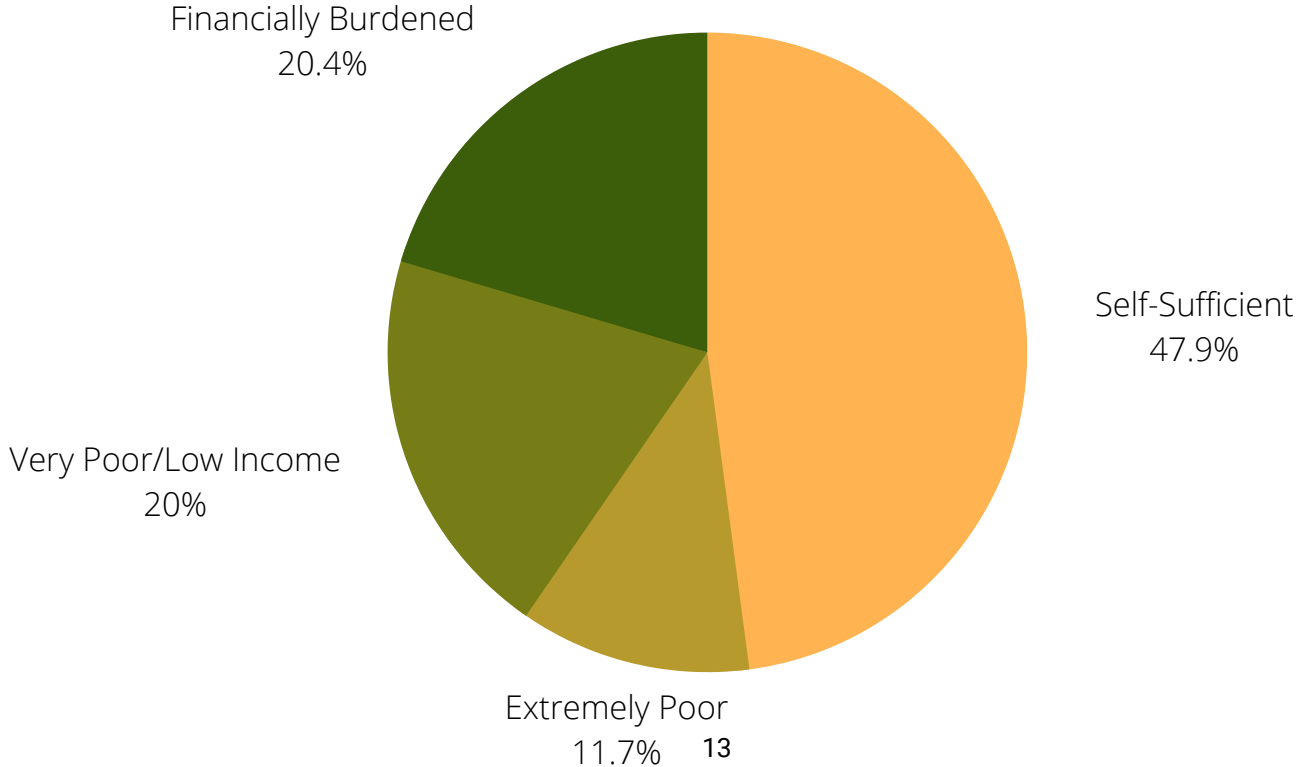
EXPRESSED THAT THE LACK OF EMERGENCY HOUSING WAS A CONCERN FOR OUR COMMUNITY

Understanding the Levels of Self-Sufficiency

The Self-Sufficiency Standard for South Carolina is a measure of income adequacy that is based on the costs of basic needs for working families: housing, child care, food, health care, transportation, and miscellaneous items, as well as the cost of taxes and the impact of tax credits.

Horry County Population

<div>Horry County Population</div> <div>11.7%</div>	<div>Horry County Population</div> <div>20.0%</div>	<div>Horry County Population</div> <div>20.4%</div>	<div>Horry County Population</div> <div>47.9%</div>
Extremely Poor	Very poor/Low-Income	Financially Burdened	Self-Sufficient
\$0-\$25,000 (Family of 4)	\$25,001-\$45,000 (Family of 4)	\$45,001-\$60,000 (Family of 4)	\$60,000+ (Family of 4)
Less than 50% of the self-sufficiency standard	Less than 75% of the self-sufficiency standard	Less than 100% of the self-sufficiency standard	More than 100% of the self-sufficiency standard
Struggling or unable to afford very basic needs including food, housing, clothing, transportation, health care.	Likely employed; income does not cover the basic household necessities, and often requires public assistance support.	Likely employed with a higher wage; income does not cover the basic household necessities, but most public assistance support is not available at this level.	Reached economic success; no longer need public assistance or family support.



Why Should Poverty and Self-Sufficiency Matter to You?

Horry County is a growing community that is known for its family-friendly environment. A place where individuals and families come from many places to enjoy, relax and live. Yet, many families who live here struggle to make ends meet. With a population estimate of 350,000 and growing, **52.1%** of that population is financially burdened, **earning \$60,000 or less as a family of four**. With more than half of our population sitting on the banks of poverty, our community will experience less purchasing power, tax revenues and essentially less economic growth.

In addition:

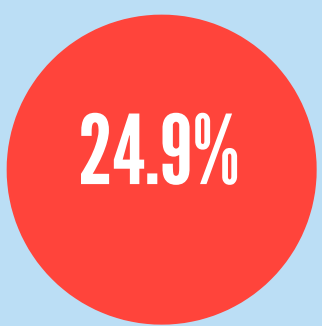
- Poor children and teens are at greater risk for several negative outcomes, such as poor academic achievement, dropping out of school, abuse and neglect, behavioral and socioemotional problems, physical health problems, and developmental delays.
- Children in poor families hear 30 million fewer words by the age of 3 than their affluent peers, leaving them behind before they even enter kindergarten.
- 1 out of 5 young adults who had post-secondary training does not complete the training, leaving them with debt and 38% less earning potential than their peers who complete post-secondary training.
- Lack of affordable housing is a risk factor for homelessness, especially for families who devote more than 50% of household income to paying rent.
- Households below the poverty level experience 2x the rate of violent crimes.

Together, we can change what's possible

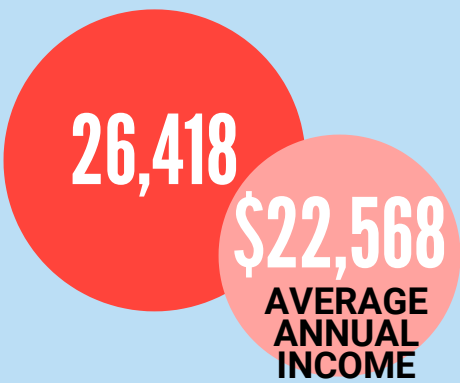
Horry County at a Glance

Horry County is a tourist destination with an economy that relies heavily on the service industry. Many of the jobs in the service industry are low-paying, leaving many residents struggling to make ends meet and working multiple jobs to afford basic necessities. These residents are often left stressed and overwhelmed, putting them in a situation where they feel there is no way out. This stress not only takes a toll on the resident experiencing these issues but also on their family members and children. Stress affects the whole family unit, affecting their ability to work, learn and live.

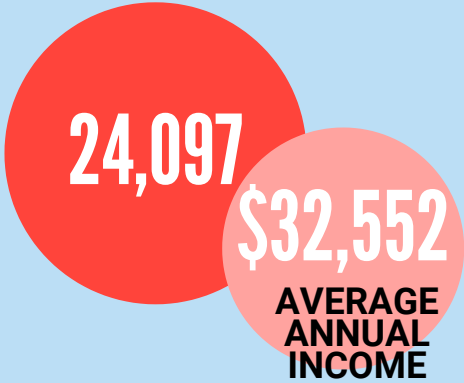
% OF SEVERELY COST BURDENED RENTERS IN HORRY COUNTY



NUMBER OF ACCOMMODATION AND FOOD SERVICE WORKERS IN HORRY COUNTY



NUMBER OF RETAIL TRADE WORKERS IN HORRY COUNTY



HORRY COUNTY COST OF LIVING

MEAN RENTER HOURLY WAGE IN HORRY COUNTY



HOURLY WAGE NEEDED TO AFFORD A 2BR RENTAL IN HORRY COUNTY



NUMBER OF FULL-TIME JOBS NEEDED IN HORRY COUNTY TO AFFORD A 2BR RENTAL



MONTHLY RENT AFFORDABLE AT MEAN RENTER WAGE



RENTAL COST FOR A 2BR FAIR MARKET VALUE IN HORRY COUNTY



Changing Demographics

FROM
1990
TO
2020

HORRY COUNTY POPULATION IS
EXPECTED TO GROW ITS
CURRENT POPULATION BY 2040



0.32

IN 1990 TO

0.44

IN 2020. A DIVERSITY INDEX
OF 1 INDICATES "PERFECT"
DIVERSITY, WHILE ZERO
INDICATES NO DIVERSITY.

POPULATION OVER 55 YEARS
OF AGE FROM

12.7%

IN 1990 TO



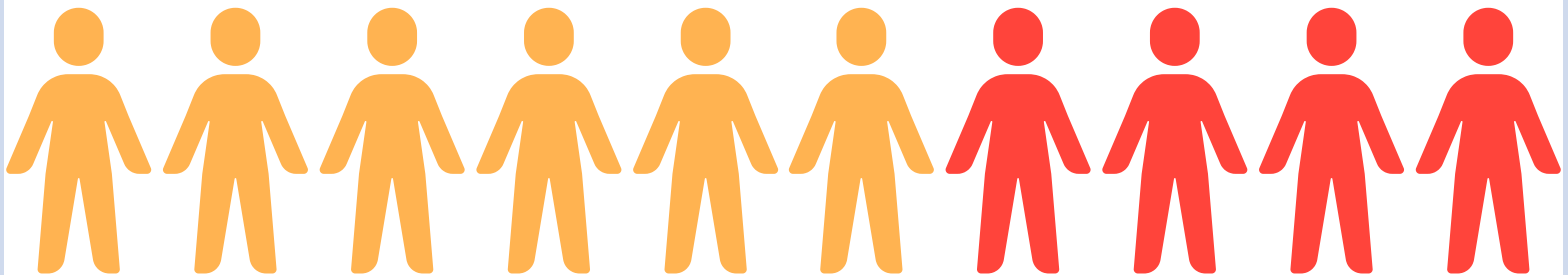
37%

IN 2020

HORRY COUNTY'S
HISPANIC POPULATION
INCREASED BY

2553%

HORRY COUNTY HAS ONE OF THE HIGHEST POPULATION
GROWTH RATES IN THE COUNTRY



HORRY COUNTY POPULATION HAS INCREASED BY 145%

Education Concerns

SECOND GRADE STUDENTS WHO ARE ON TRACK FOR SUCCESS IN ENGLISH LANGUAGE ARTS AT THE THIRD GRADE

46.7%

IN 2019

1 IN 3

YOUNG PEOPLE WILL GROW UP WITHOUT A MENTOR IN THEIR LIFE

PERCENTAGE OF STUDENTS ENROLLING IN KINDERGARTEN AND DEMONSTRATING READINESS TO LEARN



42%

IN 2019 TO

25%

IN 2021

HORRY COUNTY SCHOOLS IS THE THIRD LARGEST SCHOOL DISTRICT IN SOUTH CAROLINA WITH

45,000

TOTAL STUDENTS AND

54



SCHOOLS

CHARLESTON COUNTY IS THE SECOND LARGEST SCHOOL DISTRICT IN SOUTH CAROLINA WITH

49,000

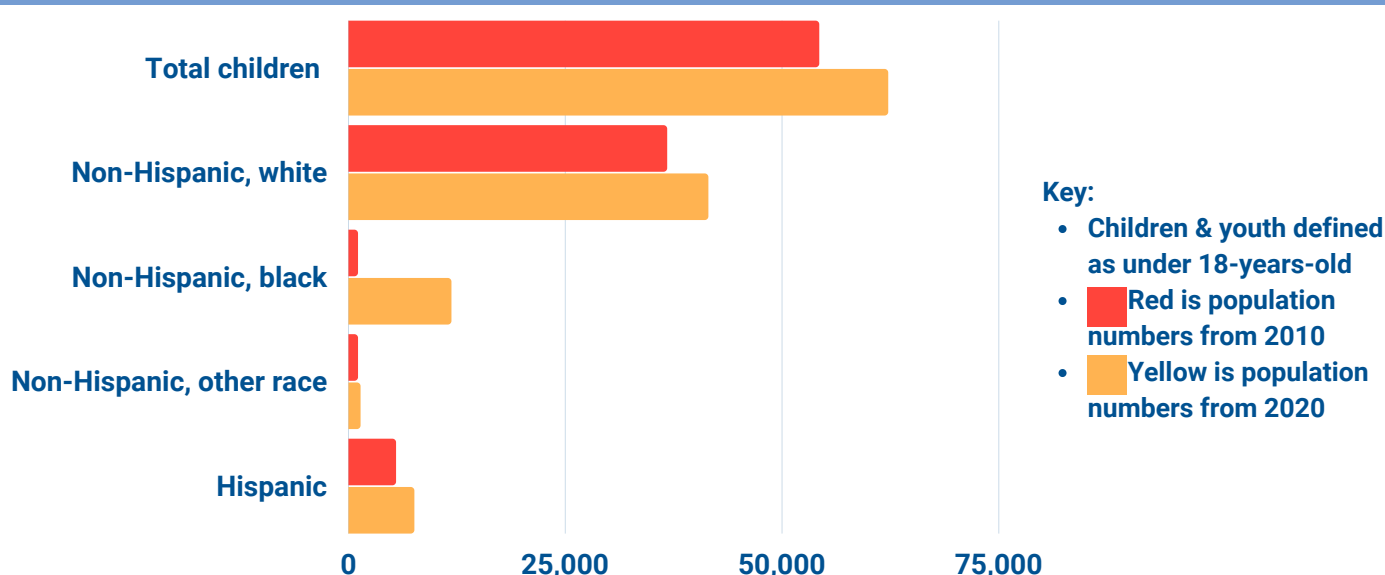
TOTAL STUDENTS AND

88



SCHOOLS

Horry County Children & Youth Population from 2010 to 2020



Health Concerns

IN HORRY COUNTY FROM

2018
TO
2019

THERE WAS A

45.7%

INCREASE IN TOTAL DRUG
OVERDOSE DEATH AND A

54.1%

INCREASE IN OPIOID-RELATED
OVERDOSE DEATHS



OF INDIVIDUALS EXPERIENCING
CHRONIC HOMELESSNESS IN
SOUTH CAROLINA REPORTED
HAVING A MENTAL ILLNESS

72%



IN SOUTH CAROLINA,
SUICIDE IS THE THIRD
LEADING CAUSE OF DEATH
AMONG YOUTH AGED

650:1

POPULATION TO
MENTAL HEALTH
PROVIDER RATIO IN
HORRY COUNTY

10

TO

24



AND THE ELEVENTH
LEADING CAUSE OF DEATH
ACROSS ALL AGE GROUPS

LIVES LOST TO INTENTIONAL SELF-HARM
FROM

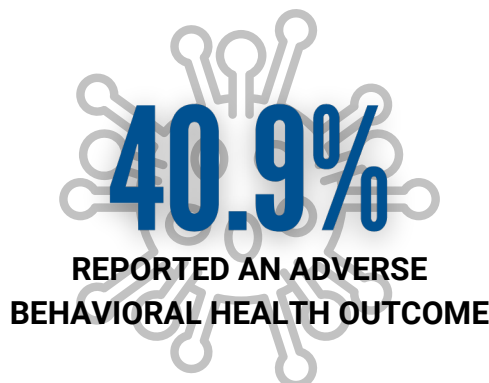
2010
TO
2020

13.5

PER 100,000
IN 2010 TO

16.2

PER 100,000
IN 2020



During the coronavirus pandemic, suicidal ideation, anxiety disorder, and symptoms associated with major depression increased across the United States. The result of a national, point-in-time survey administered between June 24 and June 30, 2020, indicates that 40.9% of adult participants reported an adverse mental or behavioral health outcome related to COVID-19.

Self-Sufficiency Concerns

IN HORRY COUNTY FROM 1990 TO 2019, MEDIAN RENT INCREASED



AND MEDIAN INCOME INCREASED



PER MONTH, FOR A FAMILY OF FOUR IN HORRY COUNTY TRANSPORTATION COSTS



THE MEDIUM HOME VALUE IN HORRY COUNTY INCREASED FROM



FOR A FAMILY OF FOUR IN HORRY COUNTY, THE SELF-SUFFICIENCY STARNDARD IS



MINIMUM MONTHLY COST OF DAYCARE



FOR TWO CHILDREN IN SOUTH CAROLINA

HOUSEHOLDS THAT SPEND MORE THAN 30% OF THEIR INCOME ON RENT

1990
33.16%

2020
48.7%



- Key:
- Light blue is numbers of households from 1990
 - Dark blue is numbers of households from 2020

Basic Needs Concerns

ANNUAL INCOME NEEDED FOR TWO
BEDROOM FAIR MARKET RENTAL IN
HORRY COUNTY IN 2020

\$35,920



12%



OF ADULTS LIVING IN A
HOUSEHOLD WITH LESS THAN
\$25,000 ANNUAL INCOME LACK
PHOTO ID

INCREASE IN IMMIGRANT
FAMILIES IN SOUTH CAROLINA

43.15%

SOUTH CAROLINA HAS NO STATE
MINIMUM WAGE IT ADHERES TO FEDERAL
MINIMUM WAGE STANDARDS

\$7.25

IN 2007 TO



\$7.25

IN 2020

37,260

OR 11.6% OF HORRY
COUNTY RESIDENTS
ARE FOOD INSECURE



**Food insecurity is defined
as the disruption of food
intake or eating patterns
because of lack of money
and other resources.**

46%

OF FOOD INSECURE
INDIVIDUALS ARE
ABOVE THE SNAP
BENEFIT THRESHOLD

Thank You

This community needs assessment would not have been possible without the assistance from our community and the UWHC Community Impact Task Force who played a critical role in guiding us through this process and the Community Impact Transition.

Community Conversation Locations

A Father's Place
Spokes of Hope Community Center
James R. Frazier Community Center
J. Bryan Floyd Community Center
Poplar AME Church
St. James Catholic Church
Train Depot Myrtle Beach
Freedom Deliverance Church
Sea Coast Vineyard Church
First United Methodist Church of Conway
Kingston Lake Education and Business Center
Capture Inc. Community Center
HGTC - Grand Strand Campus
Dick M. Johnson Civic Center
Socastee Library
Saint Elizabeth Church
North Myrtle Beach Art Museum
Mary Canty Recreation Center
Sea Haven

Community Impact Task Force

Celeste Bondurant-Bell, Little River Medical Center
Julia Castillo, DSS
Dr. Debbie Conner, Coastal Carolina University
Captain Eric DiLorenzo, City of Myrtle Beach
Nettie Eaddy, SC Legal
Dowe Enzor
Ricky Frazier, Coastal Carolina University
Alfreda Funnye, City of Myrtle Beach
Dr. Jessica Y. Greene, LPC
Etta Greene-Carter, Horry County Schools
Brooke Holden
Kelly Kaminski, Tidelands Health
Matt Lake, Merrill Lynch
Chief Dale Long, City of Conway
Daniella Martinez, Little River Medical Center
Jessica Piezzo, DHEC
Mary Kate Powell, Coastal Carolina University
Shelbia Wiley, Horry County Schools and Engaging
Mind Services

Thank You to Our Partners That Helped Make The Community Needs Assessment Possible:



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South Atlantic Bank

Lowell Carter
HTC

Justin Lee, Immediate Past Board Chair
Coastal Carolina National Bank

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Brittain Resort Management

Lisa Bourcier
Horry County Schools

Gregg Turbeville
Santee Cooper

Don Bridwell
Publix - Coastal North

Brett Yates
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Thomas & Brittain, P.A.

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YOU CAN GIVE.

Host a workplace giving campaign.
Become a corporate sponsor.
Make a donation at unitedwayhorry.org/give

YOU CAN ADVOCATE.

Share United Way of Horry County social media posts and join the conversation.
Have a conversation that matters with your friends and family.

YOU CAN VOLUNTEER.

Serve on a local non-profit board.
Serve on a Vision Council.
Become a mentor.
Volunteer with your coworkers through United Way of Horry County.
Be a game changer!



United Way of Horry County

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