

United Way of Horry County

2021 ANNUAL REPORT



A message from our President

For many nonprofits, 2021 was a pivotal year with the continuation of the COVID-19 pandemic and the beginning of our "new normal." But for United Way of Horry County, 2021 is really where we altered the course of our future and made the most significant change in our 48-year history. It began with realizing we could make a larger impact if we narrowed our focus on Horry County's most pressing issues and work with other community partners to strengthen our area's nonprofit sector's capacity to make significant, sustained improvements for the well-being of our community. We no longer wanted to only fundraise for our area nonprofits; we wanted to collaborate with them, educate them, and work side-by-side with them to ensure that every individual in Horry County was allowed to maximize their capacity.

The UWHC Board of Directors and staff determined that now was the time to be concise and direct in our mission and vision. We envision an equitable community where opportunity is not limited, and every member reaches their full potential. We achieve this vision through our new mission of uniting people, ideas, and resources to advance the common good in Horry County. We look forward to showing you more about how this vision will become a reality, and we are excited about what's to come. We hope you will join us in this next chapter of our journey.

Blakely Roof, President & CEO



mission:

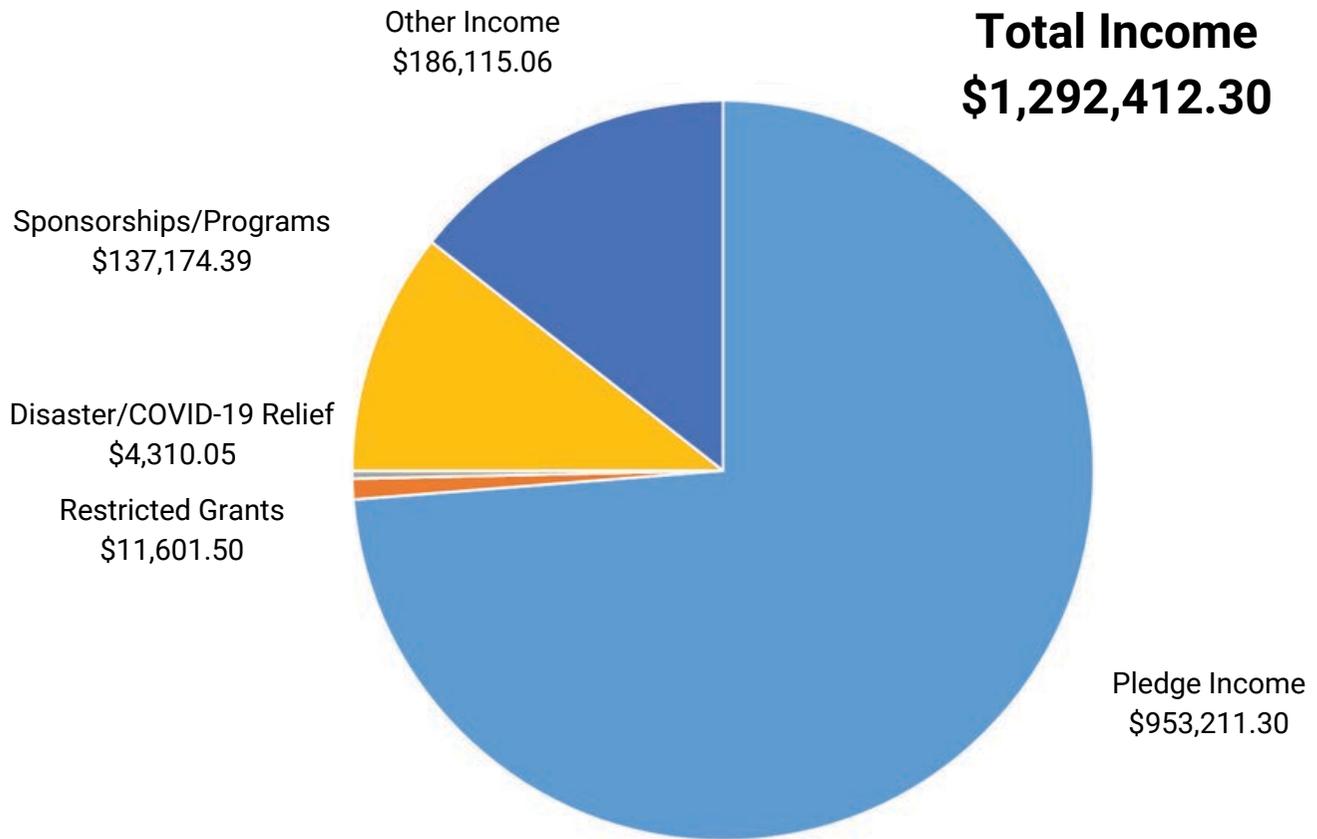
To unite people, ideas, and resources to advance the common good in Horry County.

vision:

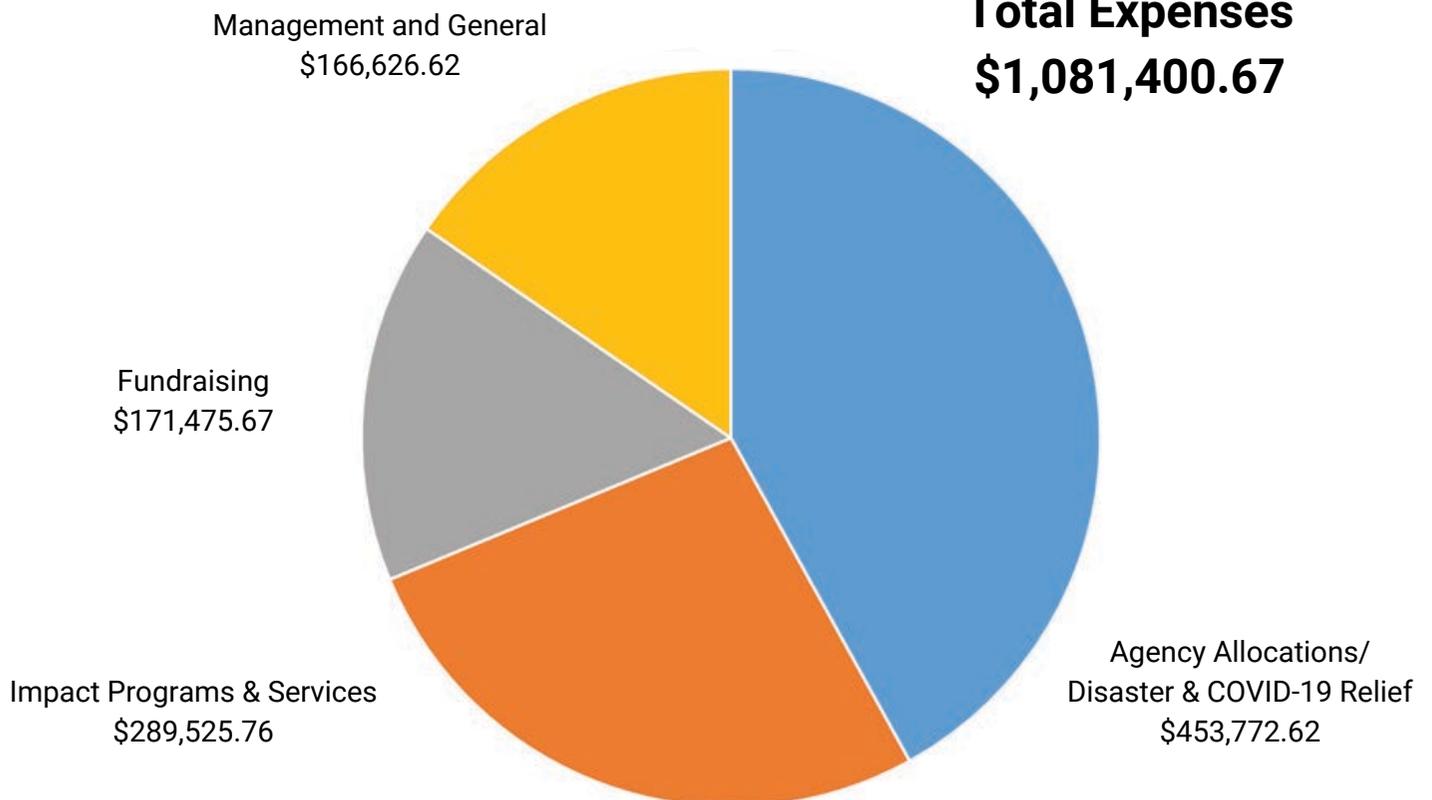
An equitable community where opportunity is not limited, and every member reaches their full potential.

INVESTING IN OUR COMMUNITY

Total Income
\$1,292,412.30



Total Expenses
\$1,081,400.67

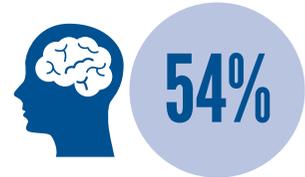


COMMUNITY IMPACT update

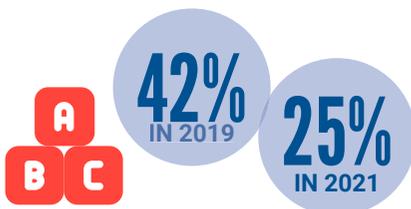
A community needs assessment survey was completed in early 2021 as the starting point to address our community's needs and advocate for improvements. The information allowed us to shape new goals for the future of Horry County. In addition to the community needs assessment, UWHC and Waccamaw Community Foundation hosted community conversations throughout the county. These conversations helped to ensure voices were heard while providing a safe environment for people to share their aspirations for the community and the barriers they perceive to achieving them. We heard from over 4,000 people during the survey and conversation process and paired it with secondary research. Some key data is below, which helped our new path forward.



From 1990 to 2020 the Horry County population has increased by 145%.



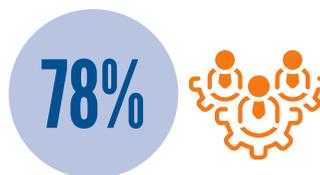
Needed mental health care in the last 12 months.



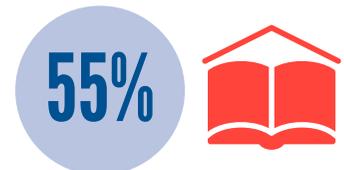
The percentage of students enrolling in kindergarten and demonstrating readiness to learn dropped from 42% to 25%.

37,260

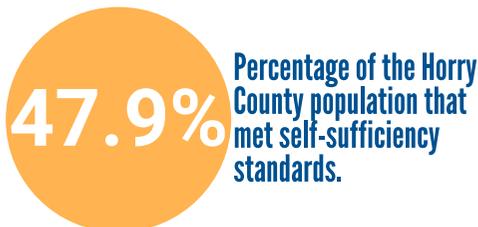
Or 11.6% of Horry County residents are food insecure.



Stated that not preparing young people for the workforce is a concern.



Expressed that there are not enough safe, affordable, and full time places for children to go in our community.



Being self-sufficient is defined as reaching economic success; no longer need public assistance or family support.



Needed substance abuse care in the last 12 months.

To see the full report, please visit: unitedwayhorry.org/communityneedsassessment/

2021 HIGHLIGHTS



HIDDEN HERO - UTOCQUA GRISSETT

The Hidden Hero Award is given out annually to an individual or organization that has gone above and beyond to help UWHC. Utocqua has been involved with UWHC Volunteer Income Tax Assistance (VITA) program for nearly two decades, processing and filing tax returns for thousands of residents for free. She has led the way in making the VITA program what it is today, and we appreciate her leadership, expertise, and dedication to the program.

COMMUNITY CHAMPION

Community Champion Week is held in late spring and recognizes a business or individual who has given for three consecutive years and has the largest percent donation increase in their campaign sector.

The 2021 campaign winners are:

INDUSTRIES:

Santee Cooper

MYRTLE BEACH BUSINESS:

C.L. Benton & Sons

INLAND BUSINESS:

Hucks and Washington Furniture

SOUTH STRAND BUSINESS:

The Jackson Companies

NORTH STRAND BUSINESS:

First Palmetto Bank

RESIDENTIAL:

Dick and Brenda Rosen

PUBLIC SERVICE:

St. James Elementary School

PROFESSIONAL:

Michael J. Barnett of McCrackin, Barnett, and Richardson Law Offices

NEW BUSINESS:

Anderson Brothers Bank,
Church Street Conway

CAMPAIGN KICK-OFF



On August 4, 2021, we held our Campaign Kick-Off for the 2021/2022 Annual Giving Campaign at Coastal Carolina University's Brooks Stadium West Zone Suite. The drop-in event was an exciting way to launch the annual fundraiser and included speakers Dr. Debbie Conner, UWHC Campaign Chair, who is a professor at CCU, and the new President of CCU, Dr. Michael Benson.

CARING CUP

This award is given to the Horry County School that pledged the highest amount for the previous year's campaign. St. James High School was the 2020/2021 campaign winner with a total pledge of \$1,814.12.

Congrats, Sharks!



CAMP UNITED

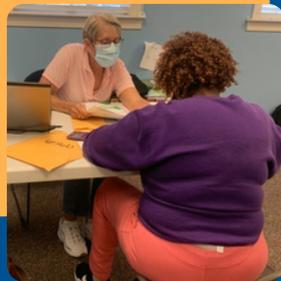


2021's Camp United was held at Loris Elementary for rising first and second-graders. With 37 students attending, there was no cost to attend and included transportation, breakfast, lunch, all supplies, and books. Testing indicated that 88% of all students had gains in math, 88% of first-grade students had improvements in words read correctly, and 80% of second-grade students had gains in oral reading fluency.

For 2022, Camp United is moving to support Pre-K initiatives and will be expanding to serve Myrtle Beach Early Education, Loris, Green Sea Floyds, and Daisy Elementary Schools. Camp United is partially funded through a gift from Tidelands Health.

VITA

Our Volunteer Income Tax Assistance program, held at three sites throughout the county, assists clients with their basic income tax return for free. In 2021, volunteers assisted nearly 800 people with filed returns totaling \$1.1 million dollars. VITA is funded through a grant from Wells Fargo.



SAFE GIVING

Launched in 2021, in partnership with the City of Myrtle Beach Police Department, the Safe Giving program was started as a way to safely donate while on Myrtle Beach Boardwalk. By scanning the QR code, collected funds go directly to local organizations serving the homeless population. These signs can be found along the Myrtle Beach Boardwalk.



2-1-1 EMERGENCY PHONES

In December 2021, together with the City of Myrtle Beach, emergency phones were installed throughout downtown Myrtle Beach. These phones will allow residents and visitors to call two numbers at any time, 9-1-1 for emergency services and 2-1-1 for information services. Two of these phones are currently operating at Plyer Park and 2nd Ave N. Pier, with two additional locations forthcoming.

DINE UNITED

Our inaugural Dine United was held to support our local restaurants and eateries who may have been negatively affected during the COVID-19 pandemic. 13 locations joined together for Dine United where a portion of their sales made on this day benefited United Way of Horry County.



Eggs Up Grill - University Shoppes



Oliver's Restaurant

MAY DAY BAGS

UWHC along with the CCU Women's Soccer team, and donations from the community, over 1,000 bags were filled with hygiene items to be delivered to homebound seniors. A letter from the Caring for Kindergartners program is included to help brighten their day.



CARING FOR KINDERGARTENERS



Student-athletes from all 19 sports teams at CCU pre-recorded readings that were accessible for kindergarten teachers. The book "You Get What You Get" by Julie Gassman teaches students to be grateful for what they have and how to deal with disappointment. Thank you to A&I Fire & Water Restoration for sponsoring the 18th annual event.

211 Helpline

FREE - CONFIDENTIAL - 24/7/365

Serving Horry County, referral specialists connect callers with local resources and empower them to meet their needs. Ranging from support groups, shelters, food pantries, programs for seniors, and more, we are proud to offer this service through a grant provided by Bank of America Charitable Foundation and Sisters of Charity.

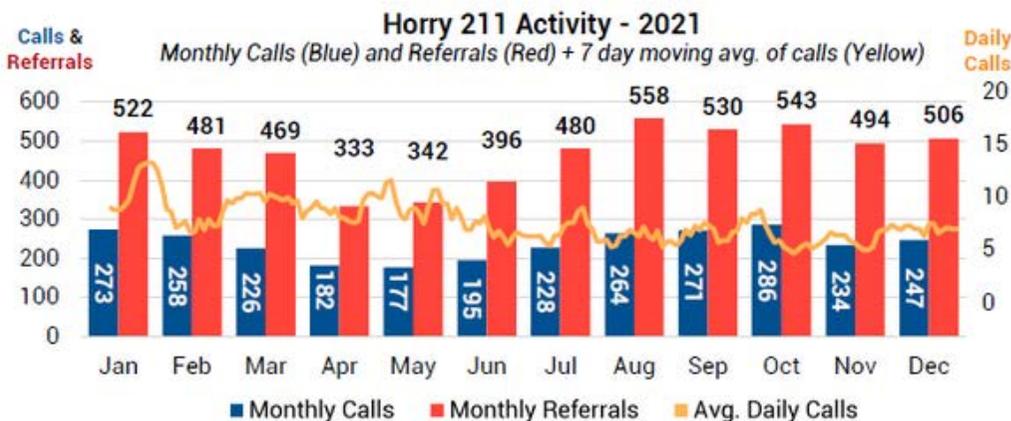


2,841
total calls

5,654
total referrals



116,184
website visits
to sc211.org



Get Connected. Get Help.™

DAY OF CARING

On Friday, October 8, UWHC hosted its annual Day of Caring at SOS Oak Tree Farm. Nearly 400 volunteers worked together on one project to complete the landscaping for the 9.7-acre community, which included planting trees, bushes, and shrubs, laying pine straw, building benches and planter boxes, and laying a patio for the residents to enjoy. The project saved SOS Care \$50,000 in landscaping costs.



FOOD DISTRIBUTIONS

Partnered with Lowcountry Food Bank, UWHC has continued to provide volunteers to assist with nearly 20 food distributions serving over 8,000 families in 2021.



HORRY COUNTY COMMUNITY COLLABORATIVE

The Horry County Alliance group was renamed to the Horry County Community Collaborative, or HC3. HC3 is a collaborative of over 60 area nonprofits led by UWHC that envisions a future where all Horry County residents have a better quality of life.



OUR TEAM



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TOP BUSINESS DONORS

Thank you for your generous contributions. These companies and/or their employees gave over \$10,000 in the last campaign year.



2021 BOARD OF DIRECTORS

John W. Rowe III, Board Chair 2019-2021
South Atlantic Bank

Emma Ruth Brittain
Thomas & Brittain, P.A.

Brooke Holden
Conway Chamber of Commerce

Justin Lee, Immediate Past Chair
Coastal Carolina National Bank

Lisa Bourcier
Horry County Schools

Mark Kruea
City of Myrtle Beach

Christy Everett, Campaign Chair
Grand Strand Water & Sewer Authority

Lowell Carter
Horry Telephone Company

Dr. Rick Maxey
Horry County Schools

Laurence Bolchoz, Investment Chair
Coastal Carolina National Bank

Dr. Deborah Conner
Coastal Carolina University

Monty Morrow
Ocean Front Guru Vacation/
Beach Pest Service

Tanya Greenlee, Finance Chair
Horry Georgetown Technical College

Rick Elliott
Elliott Realty

Nathan Skipper
Smith Sapp Professional Association

Edward Benton
C.L. Benton & Sons, Inc.

Kema Faulk Parsley
Myrtle Beach Area Chamber of Commerce

Gregg Turbeville
Santee Cooper

Don Bridwell
Publix Coastal North

Woody Ford
Retired

Brett Yates
Wells Fargo Advisors

**OUR MISSION IS TO UNITE PEOPLE, IDEAS, AND RESOURCES TO
ADVANCE THE COMMON GOOD IN HORRY COUNTY.**



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**United Way
of Horry County**