

United Way of Horry County

2022 ANNUAL REPORT



A message from our President

As we reflect on the past year, I am proud to report that the United Way of Horry County has continued to make a positive impact on our community. Despite our challenges, our donors, volunteers, and partners stepped up to ensure we could start moving forward with our Community Game Plan and tackling our Bold Goals.

Through our collective efforts, we provided free mental health services to hundreds, continued running Camp United for Pre-K students at four elementary schools, and even hired a Community Resource Coordinator to provide direct intensive case management services to those in our community looking to move toward self-sufficiency. We also designated \$500,000 to support other local nonprofit programs tied to our Bold Goals. Our staff has grown to eight individuals, including our AmeriCorps Program Manager, whose sole focus is to increase kindergarten readiness through direct work in childcare centers around the county and to educate our community on the importance of early education.

As we enter our 50th year of service, I know none of this would have been possible without the generosity and dedication of our supporters. I am continually amazed by the compassion and commitment that our community members have shown to one another. Your contributions, whether through donations or volunteer hours, have made a difference in the lives of those we serve.

Blakely Roof, President & CEO



MEET OUR TEAM:



Blakely Roof
President & CEO



Katie Wise
Director of Community Impact



Tina Christensen
Director of Philanthropy



Angela Mangiapane
Community Resource Coordinator



Heather Downing
Marketing & Events Manager



Freda Funnye
AmeriCorps Program Manager



Mandy Hardwick
Finance Coordinator



Missy Adamczyk
Office Administrative Specialist

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Immediate Past Chair

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Campaign Chair

Laurence Bolchoz
Investment Chair

Nathan Skipper
Finance Chair

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Lisa Bourcier
Emma Ruth Brittain
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Lowell Carter
Rick Elliott
Dustin Formo
Shannon Furtick

Joe Heyd
Brooke Holden
Dr. Rick Maxey
Monty Morrow
Carla Pielmeier
Alicia Thompson
Gregg Turbeville
Jeff Ward

VISION COUNCIL MEMBERS:

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Diana Greene
Dr. Jessica Greene, LPC
Janet Leonhard
Alfreda Small
Austin Smith
Jessica Yourko

Self-Sufficiency

Matt Lake, **Chair**
Nettie Eaddy
Freda Funnye
Rusty Gaskins
Brooke Holden
Anna Strickland
Jill Stone

Education

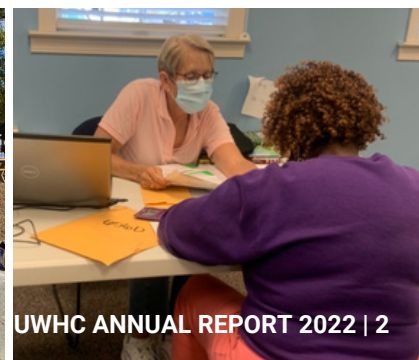
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Rick Lab
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Terry Bowling
Trina Cooke
Cecilia Evans
Dustin Formo
Jordan Formo
Theresa Galvin
Joe Heyd
Matt Lake
Russell Vedder



COMMUNITY IMPACT UPDATE: A SHIFT IN FRAMEWORK

During the process of shifting the strategy for our organization, we evolved our approach to align with what our community wants in an organization and how we will fulfill their needs through collective impact. Collective impact is the commitment of a group of individuals from different sectors to a common agenda for solving specific social problems using a structured form of collaboration. UWHC has adopted a new plan to serve as the basis for grant funding to non-profit agencies and internal UWHC programs. This new plan is the Community Game Plan.

The Community Game Plan establishes bold community goals in four priority areas: health, education, self-sufficiency, and basic needs. Each of these areas is narrowed down to show the critical issues of Horry County and how UWHC will work to address these primary needs at the root cause.

Through the 2021 UWHC community needs assessment, four Vision Councils were formed to support the work of each focus area in this plan: health, education, self-sufficiency, and basic needs. These councils bring together issue area experts, people whose lives are affected by the issue, business leaders, and other organizations working to impact each area. Based on their knowledge, members of the Vision Councils will recommend and monitor the investment of resources in efforts that align with the priorities of UWHC. Vision Councils will continue to welcome new community members interested in making an impact in Horry County.

OUR FOCUS AREAS:



Health

We envision a future where behavioral health needs for children, youth, and adults are recognized and validated.

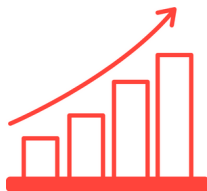
BOLD GOALS: Decrease the number of suicide ideations and attempts; Decrease the number of drug-related overdose deaths.



Education

We envision a community where all children enter kindergarten ready to learn; and all children and youth learn, achieve, and succeed while engaging families and communities.

BOLD GOALS: Increase the number of children who meet developmental milestones and enter kindergarten ready; Increase access to equitable learning opportunities and high-quality childcare for children and youth.



Self-Sufficiency

We envision a future where everyone in Horry County is supported to achieve self-sufficiency.

BOLD GOAL: Increase the number of Horry County residents meeting self-sufficiency standards.



Basic Needs

We envision a future where everyone has access to food, shelter, clothing, healthcare, basic materials, transportation, and a sense of security.

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

Our Challenges:

- Horry County is #1 in the state for opioid-related overdose deaths.
- Horry County is 5th for suicide ideations and attempts.

Our Strategies:

- Fund programs that improve outcomes and access to behavioral health services for children, youth, and adults and that raise awareness of and intervention in unhealthy behaviors.
- Support community efforts to encourage the understanding of behavioral health needs through education and legislation.
- Collaborate with stakeholders to convene/participate in a coalition of community partners engaged in developing a strategy to address behavioral health needs in Horry County (with a focus on strengthening families).
- Educate at-risk populations about available programming and services to support behavioral health.

Our Programs:

Breaking Barriers in Mental Health

- UWHC received a \$602,000 grant from the US Department of Housing and Urban Development Community Development Block Grant COVID-19.
- Partnering with the Center for Counseling and Wellness, we are able to provide free, consistent, on-site, outpatient, mental health, and substance use disorder counseling services to the homeless, uninsured, underinsured, low to moderate-income and rural population of Horry County.
- Licensed therapists are located at 10 locations to serve individuals.
- At the end of 2022, over 430 clients had been seen for a total of 2,711 sessions.



Singlecare Prescription Assistance

- UWHC partners with SingleCare to provide access to affordable prescription medications ensuring greater health and self-sufficiency.
- In 2022, 3,866 people had \$452,800 dollars in savings.
- Find savings at unitedwayhorry.org/singlecare



Education

Our Challenges:

- Only 34% of our children are entering kindergarten ready.
- 43% of Horry County is in a childcare desert.

Our Strategies:

- Fund programs that improve children's academic and developmental milestones and increase the involvement of families, caregivers, and the community in the success of children from birth through age five.
- Support local, state, and national efforts to increase availability and access to quality early childhood and preschool programs.
- Collaborate with community, local, and state stakeholders to create a system for access and support resources and institutions that will promote and support the development of the whole child.
- Conduct an educational campaign to promote parent engagement and leadership in early education for children from birth through age five.

Our Programs:

AmeriCorps

- In July, UWHC was awarded a one-year AmeriCorps Planning Grant to hire our AmeriCorps Program Manager.
- This grant has allowed us to convene local childcare centers to discuss needs and opportunities. We are designing an evidence-based education interview program that will increase the number of children who enter kindergarten prepared.
- Our plan in 2023 is to have dedicated AmeriCorps Members embedded within 16 childcare centers across the county.



Camp United

- Camp United serves four Title 1 schools in Horry County: Myrtle Beach Early Childhood, Daisy, Green Sea Floyds, and Loris Elementary Schools.
- The program services as a continuation of learning for Pre-K students performing below readiness levels and most at risk.
- Every student who attended Camp United made academic growth.
- 94.87% of kids are ready for more challenges in letter sounds.
- 89.74% of all students are ready for more challenges with name writing.
- 82% of all students are ready for more challenges with nursery rhyme awareness.
- A special thanks to Tidelands Health for their support of this program.



Self-Sufficiency

Our Challenges:

- 52% of residents are not meeting self-sufficiency standards for South Carolina.

Our Strategies:

- Fund financial literacy programs that work with adults and children to establish self-sufficiency and support services that provide education, counseling, case management and/or legal services linked to self-sufficiency.
- Support job training and workforce development to achieve greater earning potential and advocate against predatory lending practices.
- Collaborate with stakeholders to leverage opportunities to remove barriers to becoming self-sufficient.
- Increase awareness about financial health, career planning and job training opportunities.

Our Programs:

Community Resource Coordinator

- UWHC received a grant from CDBG Horry County to fund a new position, Community Resource Coordinator (CRC).
- The CRC position helps individuals meet critical needs, overcome barriers and create pathways to stability through intensive case management, providing services and making referrals, assisting in developing self-motivated goals, and regularly following up to ensure individuals achieve their goals.
- In 2022, our CRC provided assistance to 86 clients.

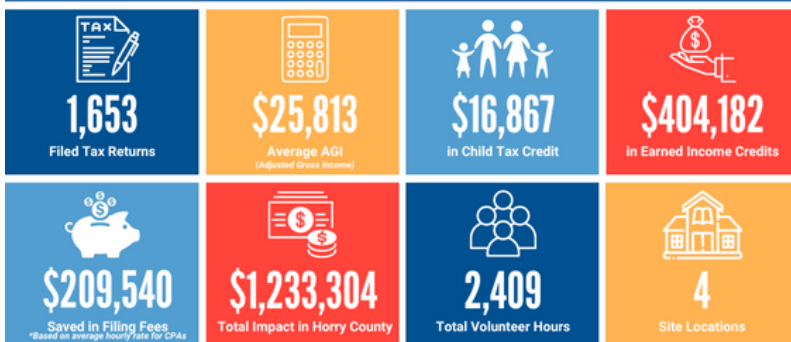
Volunteer Income Tax Assistance (VITA)

- UWHC recruits and trains volunteers to provide free tax preparation and filing.
- In 2022, volunteers provided more than 2,400 hours to file 1,653 tax returns with a total impact of \$1,233,304.
- Thank you to Wells Fargo for their support of this program.

Stories of Impact

The Davis family consisted of a mother and her two children. They were homeless, living where they could find space. Our CRC helped Ms. Davis apply for housing through a local agency, where she received a voucher and moved into a home. Through our CRC, Ms. Davis signed up for food and medical benefits for her children and got access to a cell phone. With help, Ms. Davis updated her resume and got work through a temp agency. The job through the temp agency resulted in Ms. Davis getting a full-time housekeeping job at a major resort, where she is now employed full-time with medical benefits.

2022 TAX SEASON RESULTS VOLUNTEER INCOME TAX ASSISTANCE



Basic Needs

Our Challenges:

- 46% of food-insecure individuals are above the SNAP benefit threshold.

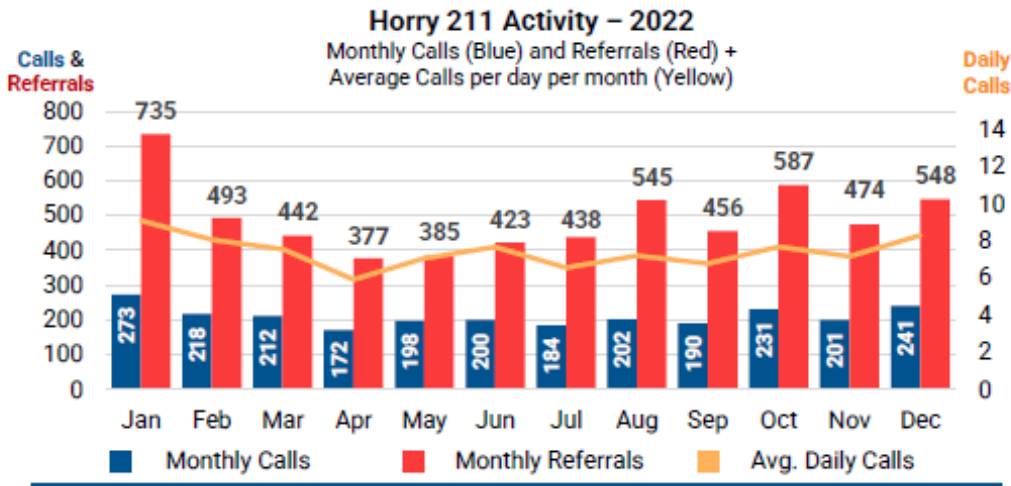
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- Educate at-risk populations about available programming and services to support behavioral health.

Our Programs:

211 Helpline

- 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.



Numbers in 2022:



2,522
total calls

5,903
total referrals



168,485
website visits
to sc211.org



Get Connected. Get Help.™



OUR IMPACT

United Way of Horry County unites people, ideas, and resources to advance the common good in Horry County. Guided by our Community Game Plan, our collective efforts significantly contribute to meeting the needs of our community through our Bold Goals.



Horry County Community Collaborative

Horry County Community Collaborative, also known as HC3, is a collaborative of dozens of organizations along with local leaders working to strengthen our collaboration and build resources to serve Horry County better. HC3 is sponsored by our partner, Humana Health Connections.



75

non-profits and agencies active in the collaborative



6

working groups created to define goals and objectives



Food Distributions

UWHC has partnered with Lowcountry Food Bank to provide volunteers to assist with food distribution events throughout Horry County. In 2022, over 130 volunteers helped with 45 food distributions.




Caring For Kindergartners

Caring for Kindergartners is an annual event with Horry County Schools and Coastal Carolina University student-athletes. In 2022, 84 student-athletes across several different sports read "The Squirrels Who Squabbled" by Rachel Bright.



84

student-athletes



16

schools



Caring Cup

This award is given to the Horry County School that pledged the highest amount for the previous year's campaign. South Conway Elementary was the 2021/2022 winner, with a total pledge of \$1,232.70. Congrats, Tigers!





Tidal Creek Brewhouse - April Round-Up

In April 2022, Tidal Creek Brewhouse selected UWHC as their nonprofit of the month. Customers were given the option to round their check up to support UWHC. Donations from the month totaled over \$1,131 for the month! Part of our team stopped by to enjoy a delicious lunch and support UWHC.



Moon & Stars

Moon and Stars is an annual donor appreciation event for individuals giving \$1,000 and up. Held at the Burroughs and Chapin Art Museum, we recognize our Crescent and Tocqueville Giving Societies and engage in networking and community building. At the 2022 event, we also announced our Community Game Plan. Thank you to our sponsor, The Jackson Companies!



Volunteer Appreciation

As a way to say thank you to our amazing volunteers, we hosted an appreciation night at Tidal Creek Brewhouse. Many volunteers stopped by for food, games, and a great time! Thank you to our sponsors, Tidal Creek Brewhouse and Elliott Realty.



Dine United

Our second Dine United was held on June 21 as part of a national Day of Action. Carolina Cool sponsored this event, and 4 local restaurants participated in a round-up program totaling \$5,853 in support from the day.





Community Champion

Community Champion Week is held in late spring/summer. It recognizes a business or individual who has given for three consecutive years and has the largest percent donation increase in their campaign sector. Thank you to our sponsor, South Atlantic Bank! The 2022 campaign winners are:

INLAND BUSINESS:
Enterprise Rent-A-Car

SOUTH STRAND BUSINESS:
First Palmetto Bank

MYRTLE BEACH BUSINESS:
SouthState Bank

NORTH STRAND BUSINESS:
Ron Jon Surf Shop - Barefoot Landing



RESIDENTIAL:
Rhett Sansbury


PROFESSIONAL:
Terry Belden, MD,
Myrtle Beach Family Medicine

PUBLIC SERVICE:
City of Myrtle Beach



Campaign Kickoff

On August 15, 2022, we held our Campaign Kickoff for the 2022/2023 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, a professor at CCU, and CCU President, Dr. Michael Benson. Thank you to our sponsor, South Atlantic Bank!

Hidden Hero - Celeste Bondurant-Bell

The Hidden Hero Award is presented annually to an individual or organization that has gone above and beyond to help UWHC. This year's award was given posthumously to Celeste Bondurant-Bell. Celeste was the truest example of a Hidden Hero for Horry County. As the Director of Community Development with Little River Medical Center, she did many things for LRMC and the community. Celeste brought ideas to UWHC to reinvigorate the Horry County Alliance, which has since become Horry County Community Collaborative. She also played a massive role as UWHC shifted to the Community Impact Model. We wanted to honor her legacy for her work to ensure everyone has access to thrive in our community with this award.





Santee Cooper Community Cares

Community Cares is Santee Cooper's customer assistance program. Through collaboration with UWHC, Black River United Way, and Trident United Way, this program is funded by customers for customers that are experiencing hardship and need assistance with their utility bills.



United to Read

United to Read is an annual event where over 150 volunteers read the same book to all Horry County Schools' first-grade classrooms. Volunteers read *The Gruffalo* by Julia Donaldson and Axel Scheffler this year. Each classroom gets to keep a copy of the book they are given. Thank you to our sponsor, A&I Fire and Water Restoration, for sponsoring this event!



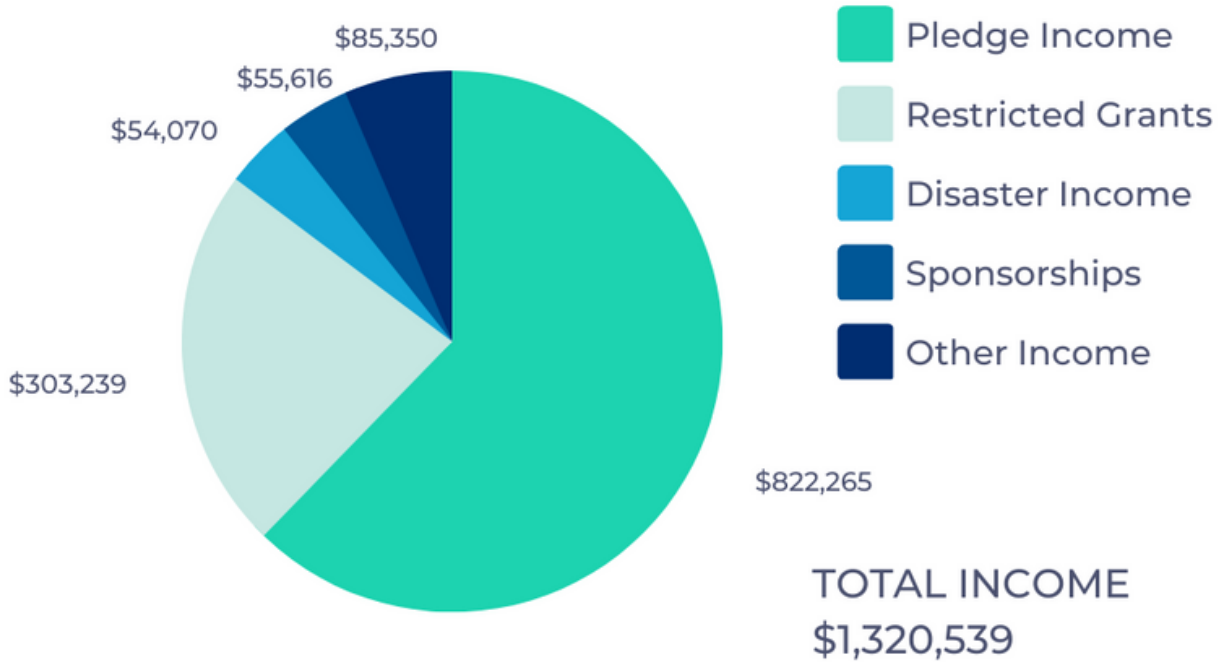
Day of Caring

On Friday, October 21, UWHC hosted our annual Day of Caring at Finklea Community Center. Nearly 300 volunteers worked together to complete many projects, including interior and exterior paint, landscaping, cleaning, and debris disposal. In addition, with support from our sponsors, we were able to install a full-size basketball court with six goals and striping for the community center and surrounding community to enjoy. Thank you to our many sponsors for making this event possible: King Construction, South Atlantic Bank, Spann Roofing & Sheet Metal, Publix, SouthState Bank, Black Mule, Coastal Carolina National Bank, Lowe's, Elliott Beach Rentals, Heyd & Co., Lighthouse Behavioral Health Hospital, Santee Cooper, HTC, Mashburn Construction, Images by Heidi, Express Construction, King Asphalt, Bojangles, SMP Painting Contractors, Pepsi Bottling Ventures, American Red Cross, and Horry Electric Cooperative.

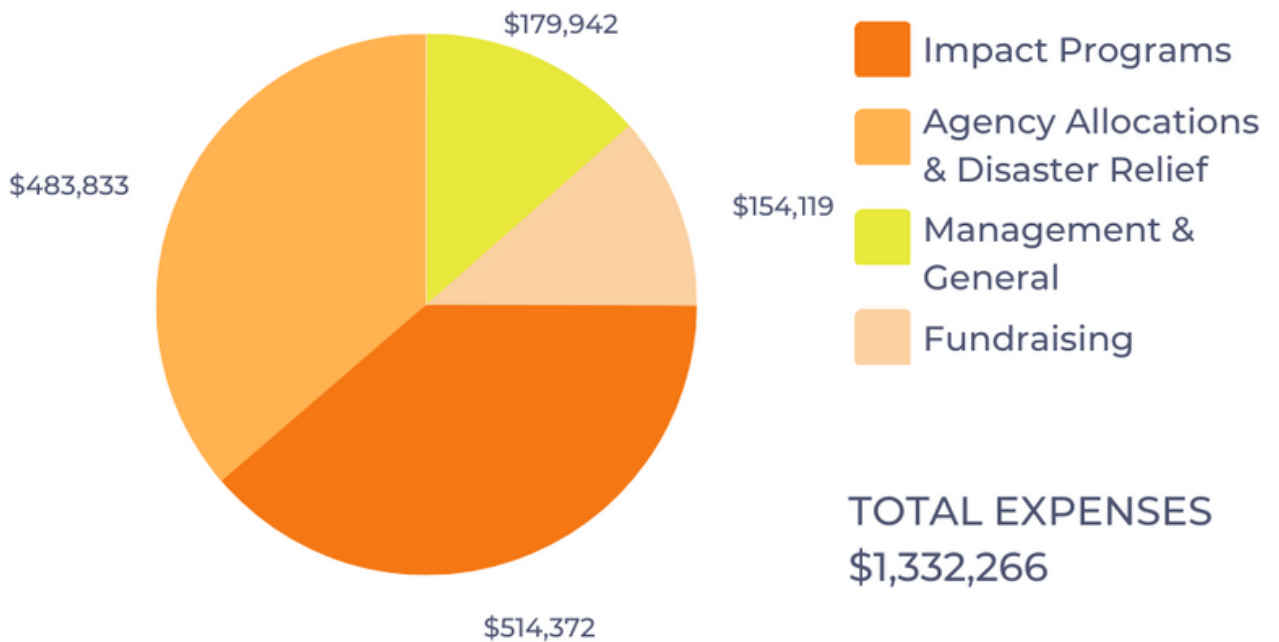


INCOME & EXPENSES

INCOME



EXPENSES



2022 FUNDED AGENCIES



Health

- Center for Counseling & Wellness
- Children's Recovery Center
- Coastal Samaritan Counseling Center
- Friendship Medical Center
- Neighbor 2 Neighbor
- Rape Crisis Center



Education

- Boys and Girls Club of the Grand Strand
- Claire Chapin Epps Family YMCA



Self-Sufficiency

- A Father's Place
- Family Justice Center
- New Directions of Horry County
- North Strand Housing Shelter



Basic Needs

- Catholic Charities
- Churches Assisting People
- Community Kitchen
- Helping Hand of Myrtle Beach
- Mobile Meals of the Grand Strand
- North Strand Helping Hand



TOP BUSINESS DONORS

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



BlueCross BlueShield of South Carolina



**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**