



### Mission Statement

To mobilize resources and leadership to build a stronger community.

### Vision Statement

Champions of our community, empowering people and improving lives.

## Inside

KIDS FEST	2
COVER STORY CONTINUED	2
UPCOMING EVENTS	3
BUSINESS EXPO	3
TAFF OFFICE PARTY	3
UWPC JOINS FACEBOOK	4
RED CROSS MONTH	4

## UWPC FACES TOUGH DECISIONS IN A YEAR OF TRANSITIONS & ECONOMIC DIFFICULTY

In 2005 United Way of Pitt County (UWPC) embarked on a journey to develop a plan to create lasting community change for Pitt County – the Community Action Plan. UWPC commissioned ECU to conduct a community needs assessment. The result of that work was reported in *Pitt County Voices*, a document that outlined issues our community identified as critical. This needs assessment and the UWPC 2006-2009 Strategic Plan detailed a blueprint that has been used to transform UWPC from a traditional funding model to a community action model. This organizational transformation will culminate with the first Community Action Plan two-year funding cycle beginning in April 2009. This critical transformation, the Community Action Plan, moves UWPC from traditional funding, which supported partner agencies and their health and human service programs, to funding programs that collaboratively strive to eliminate the root causes of community issues. “The

need for programs to collaborate is more real than ever as the community need grows at a rate much faster than the amount of funds available to support these programs,” said Lindsey Brown, Director of Commu-



nity Impact at UWPC. In its 2008 campaign, United Way of Pitt County raised \$1.6 million, down from almost \$2 million in 2007, a significant decrease in a year of growing community needs. “The economic downturn had a significant impact on our ability to raise funds this year,” said Cecelia Scott, Executive Director of United Way of Pitt County. “UWPC will have a little over \$1 million to invest in the Community Action Plan which is

about \$400,000 less than was available last year.” Four Investment Teams made up of community volunteers, Met throughout the month of February to review proposals and will make funding recommendations to the Community Action Plan Cabinet And then to the UWPC Board of Trustees. Investment Teams evaluated proposals based on their ability to address the following:

- Collaboration: Agencies are expected to coordinate their programs with other agencies so that resources are maximized and duplications are minimized
- Lasting Community Impact: Programs must demonstrate their ability to create lasting community change to community conditions as outlined in the Community Action Plan.

Data Driven: Agencies must produce measurable outcomes that indicate their progress in addressing community conditions. (continued)

## UWPC TO PARTICIPATE IN KIDSFEST

On April 25th, UWPC Plans to participate in the Martin/Pitt Partnership for Children's KidsFest Event. The event will run from 10am-2pm at the Greenville Convention Center.

KidsFest is a FREE annual event promoting wellness, recreation, community, health and fun among young children and families. The event typically draws 5,000-7,000 participants. KidsFest offers free, family-friendly children's activities such as games, pony-rides, face-painting, craft activities, a train ride and more.

Please come out and support UWPC, Martin/Pitt Partnership for Children as well as all of the other organizations that will be in attendance. For more information on this event:



please email: [martinpitt@mppfc.org](mailto:martinpitt@mppfc.org)

call: (252)756-1567

Or visit: [www.mppfc.org](http://www.mppfc.org).



A PHOTO TAKEN FROM A PREVIOUS KIDSFEST EVENT

## UWPC FACES TOUGH DECISIONS IN A YEAR OF TRANSITIONS & ECONOMIC DIFFICULTY (CONTINUED FROM FRONT PAGE)

In these challenging economic times, UWPC has an opportunity to assure that investments effectively address root causes of community issues. Communities like Greenville, that have successfully transitioned to Community Action Funding, have seen improvements in community conditions and a clear return on investment through strengthening community collaborations.

“Our volunteers face tough decisions as they review proposals for funding this year. There are less dollars to invest than in previous years, at a time when our community's needs are increasing because of the economic climate,” said Brown. Agencies will be notified by the end of March whether or not their program will receive funding for the 2009-2011 funding cycle.

For more information about the Community Action Plan or United Way of Pitt County, visit [www.uwpcnc.org](http://www.uwpcnc.org).

*This passage was written by Lindsey Brown, Director of Community Impact at UWPC, As a 2009 Press Release And will Appear in the Daily Reflector: [www.reflector.com](http://www.reflector.com)*

## UPCOMING COMMUNITY EVENTS

THIRD TUESDAY POWER LUNCH @ BROOK VALLEY COUNTRY CLUB  
3/17/09  
12-1 P.M.

FOR MORE INFO EMAIL: FRANKIE@GREENVILLENC.ORG  
SPONSORED BY THE GREENVILLE CHAMBER OF COMMERCE

TAFF ST. PATRICK DAY PARTY @ 226 W. 8TH ST. STE A GREENVILLE, NC 27834  
3/17/09  
5-7P.M.

FOR MORE INFO CALL: 252-561-8400

SPONSORED BY UPTOWN GREENVILLE & TAFF OFFICE

PITT COUNTY BUSINESS EXPO @ THE GREENVILLE CONVENTION CENTER  
4/2/09  
10A.M.-7P.M.

FOR MORE INFO VISIT: WWW.GREENVILLENC.ORG/EXPO

## GREENVILLE CHAMBER OF COMMERCE TO HOST BUSINESS EXPO

The Greenville Chamber of Commerce will hold its third annual **Pitt County Business Expo**. The event will be held on April 2nd and will open to the public from 10am-7pm at the Greenville Convention Center. The Expo is a great place to learn more about the local businesses and organizations in the Pitt County area. Informative seminars by guest speaker,

Dr. Bill Hyatt, Silicon Valley Entrepreneur, will be held at 10:30am & 3:00 p.m. (“Bad News is Good News”)



and 12 noon (“The Moment of Truth: Face to Face with the Customer”). Attendees of the expo will also be able to sample several products, services and fine cuisine available in the with in Pitt county area.

Attendees can also enter to win a 37” HDTV, 2 Gas grills and a Nintendo Wii. The UWPC staff will have a table set up at the Expo for the duration of the event. Please come out and support UWPC, the Greenville Pitt County

Chamber of Commerce and other local businesses and organizations at the expo in the Pitt County area. For more information on the event please visit:

[www.greenvillenc.org/expo](http://www.greenvillenc.org/expo)

## YOUR CONNECTION

UWPC Executive Director  
**Cecelia Scott**  
252-758-1604 x205  
cscott@uwpcnc.org

Chief Editor, Designer  
**Jennifer Sheppard**  
Administrative Assistant  
252-758-1604 x204  
jsheppard@uwpcnc.org

This newsletter will also be available online at [www.uwpcnc.org](http://www.uwpcnc.org)

If you have ideas for future issues of Your Connection, or to contribute an article for consideration, contact Jennifer Sheppard.



## PLEASE JOIN

Taff Office for a  
**St. Patrick’s Day Celebration!**

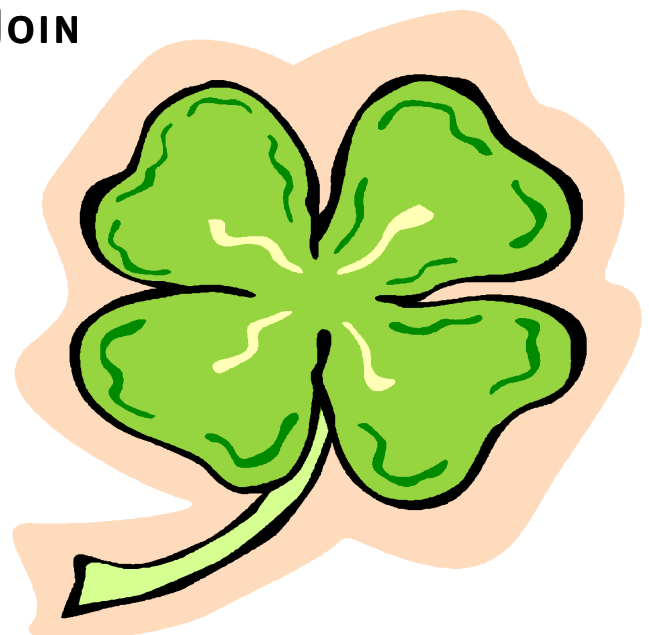
Tuesday, March 17th @

The Cupola Building

226 W. 8th St. Ste A

Greenville, NC 27834

5:00-7:00pm



# CONNECT TO UWPC VIA FACEBOOK



UWPC recently launched a facebook page in order to stay connected with the “younger” generation. In meeting with other eastern north Carolina united ways on a monthly basis (The group calls themselves East of I-95), Cecelia Scott, Executive Director of UWPC, felt it was time explore additional options of Spreading UWPC’s Vision and Mission to the community. “It is time to get our youth excited and to help spread our mission,” Said Scott.

Facebook is a social networking site that originated in 2004, and has grown to become one of the most popular social networking sites among young people currently. Facebook is an innovative way to share photos, announce community events & stay connected with friends and family. The site is free of charge and open to anyone with a valid email address. The site takes special efforts in protecting it’s members privacy and by no means compromises it’s members information to other websites or sources.

In order to view UWPC’s facebook page (See the print screen model to the left) Please Visit:

<http://www.facebook.com/pages/United-Way-of-Pitt-County/149122410104?>

you will be able to view the site, but in order to view the site on a regular basis you will need a facebook account and can set up one by visiting: [www.facebook.com](http://www.facebook.com)

If you already have a facebook account you can view the site

at: <http://www.facebook.com/pages/United-Way-of-Pitt-County/149122410104?> (You will need to use your own log-In information)

For more information on or questions about facebook please contact Jennifer Sheppard at: [jsheppard@uwpcnc.org](mailto:jsheppard@uwpcnc.org)

**MARCH IS RED CROSS MONTH. RED CROSS KICKED OFF THEIR CAMPAIGN MARCH 3RD!  
THIS YEAR THEIR CAMPAIGN GOAL IS \$50,000  
CURRENTLY RED CROSS HAS 35 HEROES RECRUITED AND EACH HERO HAS AN EVENT OR  
ACTIVITY TO RAISE \$1000!**



**American  
Red Cross**

**PLEASE CONTACT DEBORAH HORN AT 252-355-3800 FOR ADDITIONAL INFORMATION.**