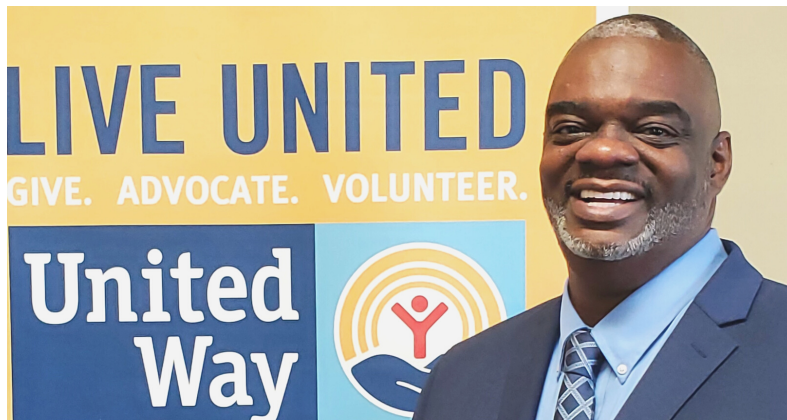




**COMMUNITY  
MATTERS**  
*Every Day*

## UNITED WAY ANNOUNCES NEW PRESIDENT

The United Way of Pitt County selected a long-time figure in the local nonprofit world to lead the organization.



Dwain Cooper was named the new president and chief executive officer during the organization's annual board of trustees meeting on May 19. Cooper has served as the organization director of community impact and communications since 2017.

"I look forward to working with the dedicated team of staff, volunteers, partner agencies, and the many supporters of United Way," Cooper said. "Equally important is establishing new relationships and creating new partnerships so that we can enhance our work in the community to achieve our mission of mobilizing resources and leadership to build a stronger community."

Cooper has more than 25 years of leadership, team-building, and networking experience in the nonprofit sector and has remained in the nonprofit world because the work lets him witness lives being improved.

"He really cares about the people we serve. Not just from the standpoint of being in a position, but he has the interests of the community in his heart," said Wayman Williams, newly elected chair of the board. "He has demonstrated compassion and a capacity to help those in need. Also, his ability to come in and roll up his sleeves and go to work to fulfill the goals regardless of what the situation has been."

Cooper will spend his first 90 days meeting with community stakeholders, agency directors, and United Way trustees. He wants to learn what the United Way can do to strengthen the building blocks of opportunity for individuals and families in Pitt County to live better lives. United Way's strategic plan focuses on the three E's of Education, Earnings, and Essentials, the foundation on which opportunity is built.



United Way of Pitt County addresses community issues by focusing on the building blocks of opportunity that every person and every community needs to thrive: education, earnings, and the essentials.

### EDUCATION

Helping youth and adults achieve their potential by obtaining a high school diploma or GED.

### EARNINGS

Helping hardworking families and individuals become self-sufficient by gaining and maintaining stable employment and increasing and retaining income.

### ESSENTIALS

Helping individuals and families meet basic needs with access to sufficient food, a stable place to live, health care and wellness, and crisis management.

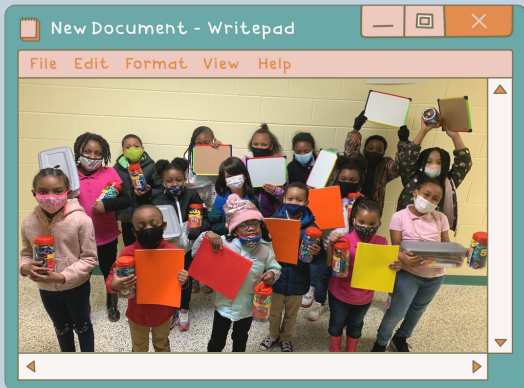
# EDUCATION



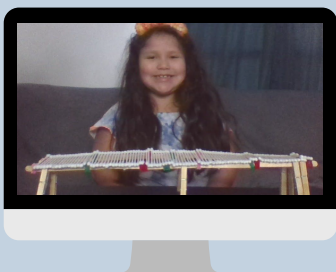
The Early Grades Student Success Academy served 527 students in 6 Pitt County Schools during the 2020-2021 school year.

The program engages students virtually and included reading, math, and STEAM- Science, Technology, Engineering, the Arts, and Math enrichment activities.

This 2021 summer the program will remain virtual and serve 114 students in 6 schools and will run concurrently with the Pitt County Schools' summer program.



**\$1,898,000** in grant funds have been awarded to the United Way EG-SSA program from 2017 to 2021. These funds have been invested back into our local community to provide high-quality afterschool and summer educational programs for young children, as well as parent engagement opportunities for families in Pitt County.



Heaven enjoys afterschool so much! In this picture, she took the skeleton bridge stem project to a whole new level. This program has given her the confidence to challenge herself and achieve in everything we do!



**6,898**

The number of children age 0-5 enrolled in Pitt County.

**319,798**

The number of books that have been distributed in Pitt County.

*\*Data as of June 1, 2021*



Latonja Columbus, parent of Caleb, an Imagination Library reader

"We have been enjoying Imagination Library for over 2 years. My son is always excited to check the mailbox and receive his new book monthly! I love that the books grow with him as he goes through different levels of development. As an educator, I appreciate the opportunity to share my favorite books and authors with my son as he adds to his personal collection as well as discovering new authors and stories. What an opportunity to create great memories!"

## What is Kids Read Now?

Kids Read Now is proven to effectively reverse the summer reading slide and start students on a journey to better grades and a lifelong love of reading.



Read. Report. Repeat. Results.

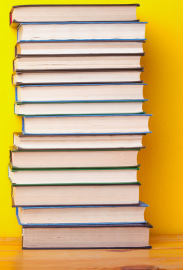
## How does it work?

Student participants select up to 9 books with the help of their teacher. After students select their books for the summer program, books are mailed to them throughout the summer. Books are addressed to the student and contain a Discovery Sheet with four reading comprehension activities. Parents receive weekly communications with helpful hints and encourage them to report a book that has been read.

2020 Program Results		
<b>9,481</b> DELIVERED	<b>6,240</b> REPORTED	
<b>1,321</b> STUDENTS ENROLLED	<b>7.81</b> BOOKS DELIVERED PER STUDENT ON AVERAGE	
<b>7</b> PARTICIPATING SCHOOLS	<b>76%</b> ACTIVE ENROLLED STUDENTS	<b>6.25</b> BOOKS REPORTED PER ACTIVE STUDENT ON AVERAGE

## 2021 Participating Schools

- Pitt County Schools:*
- Belvoir
  - Bethel
  - Falkland
  - Grifton
  - G.R. Whitfield
  - Northwest
  - ECU Community School



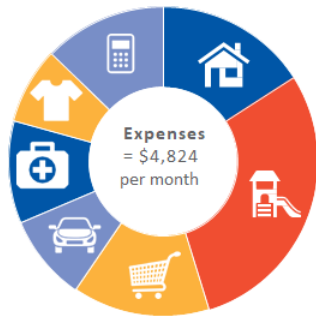
*\*These schools are low-performing in rural areas where book access is limited, or serves some of the most economically disadvantaged students in our county.*

**Kids Read Now is a collective impact project supported locally by:**  
 East Carolina University, Pitt County Schools, READ ENC, Smith Family Foundation, Tar River Reading Council, United Way of Pitt County, Vidant Health Care, and many generous individual contributors.

## Self-Sufficiency Standard for Pitt County

### WHAT IS THE SELF-SUFFICIENCY STANDARD?

The Self-Sufficiency Standard is the benchmark of income needed to meet a family's major expenses without public or private assistance. It is calculated for more than 700 family types and the data is geographic specific.



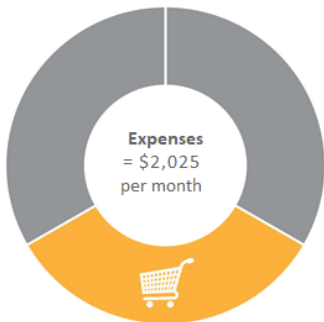
**SELF-SUFFICIENCY STANDARD**  
Housing and child care account for almost half of the family budget in the Standard



**Pitt County:**  
2 adults + 1 infant + 1 preschooler

### HOW IS IT DIFFERENT THAN THE FEDERAL POVERTY LEVEL?

The federal poverty level is the amount of annualized income earned by a household, below which they would be eligible to receive certain welfare benefits.



**FEDERAL POVERTY LEVEL**  
Food is 1/3 of the budget and all other costs are 2/3 of the budget.

**42%** The amount of basic needs covered by the federal poverty guideline

### WHY IS THIS IMPORTANT TO KNOW?

The Self-Sufficiency Standard calculates the real costs of meeting all basic needs. In contrast to the federal poverty level that is based only on the cost of food. It can also be used to target job training resources and help demonstrate the payoff for investing in education and training.

**A minimum wage job does not cover the cost of basic needs in NC.**



*example*  
For one adult +  
1 preschooler +  
1 school-age child

A Self-Sufficiency Standard Wage for this family type  
**\$52,737**

A Full-Time Minimum Wage (Includes tax and tax credits, \$7.25/hr)  
**\$21,982**

Federal Poverty Guideline Wage (family of 3)  
**\$21,383**

**What is the number of hours a minimum wage employee must work per week to meet basic needs?**

**138** hours

### OUR GOAL

Help hardworking families and individuals become self-sufficient by gaining and maintaining stable employment and increasing and retaining income.

# ESSENTIALS

The Community Unity Network Resource Center of Pitt County assists government and non-profit agencies with emergency relief and disaster services. Any 501 C 3 organization, municipality, or public agency may request items.

The Resource Center is over 8,000 sq feet and serves as the central base of operations for collecting and accepting supplies used for cleaning, basic hygiene items, nonperishable foods, and household goods.

A collaboration supported by:



INTRODUCING

## CRC Mobile APP

Website or Mobile

Go to [www.CRC2020.org](http://www.CRC2020.org)

Agency Please Fill out Application

- ✓ Click on Agency Form
- ✓ Complete the form
- ✓ Enter quantity of items
- ✓ We will contact you to pick up
- ✓ Please wear mask

Location :1067 Brompton Lane Unit A  
Greenville, N.C. 27834

W.H. Manager Cell -252 341-3077

Email-  
[communityrc2020@gmail.com](mailto:communityrc2020@gmail.com)



## By the Numbers...

Items distributed to families, individuals, and organizations through the Community Unity Network Resource Center in Pitt County from March 2020 to April 2021.

- 32,498 food boxes
- 3,716 senior food boxes
- 17,000 fruit & vegetable boxes
- 900 hot meals
- 8,214 covid home test kits
- 10 pallets of PPE
- 132 pallets face masks
- 136 pallets sanitizer
- 294 cleaning buckets
- 454 cleaning kits
- 396 hygiene kits

## LEADING the WAY



## the UNITED WAY

# UNITED WAY WELCOMES NEW TRUSTEES TO 2021/2022 BOARD

### United Way of Pitt County's 63rd Annual Meeting

On May 19, John Marques, Chair opened United Way of Pitt County's Annual Meeting thanking the board of trustees, volunteers, and staff for persevering during this challenging year.

**Outgoing Trustees** were thanked for their service and commitment to making a difference in our Pitt County communities.

Scott Elliot

John Marques, Past Chair

Chuck Pascarelli, Past Chair

Dr. Lawrence Rouse

### Newly elected Trustees to serve:

Glorisitine Brown, Mayor of Bethel

Dr. Augustine Frazer, Deputy County Director PCSS

Simone Pate, Career Development Coordinator PCS

## New Leadership Chair

Wayman Williams is the Executive Director/CEO of the Housing Authority of the City of Greenville, and directs the Authority's non-profit subsidiary, Greenville Housing Development Corporation. Wayman joined the United Way of Pitt County Board in 2015 bringing with him an understanding of the impact United Ways have on their local communities.



Wayman will tell you that "housing is healthcare" and he is passionate about providing a stable environment for individuals and families in order for them to thrive.

## 2021/2022 BOARD OFFICERS

Wayman Williams, Chair

Charles Ellis, Vice Chair

Jim Lawless, Treasurer

Ann Wall, Secretary

## OUR MISSION

To mobilize resources and leadership to build stronger a community.

# UNITED WE CAN



SPONSORED BY



On June 18, 2021, seven corporate partners *can*structed sculptures made out of boxed/canned foods and essentials in the Town Commons during Greenville Grooves. Under the hot NC sun, teams navigated the unforgiving turf to build amazing sculptures, knowing all the while that each can they placed would ultimately feed someone in our community who is hungry.

It was a wonderful opportunity to engage our community in a uniquely meaningful way to nourish our neighborhoods. All items used to create the sculptures went to our community partner for food distribution.



## COLLECTION RESULTS

3,984 items were used in the sculptures  
 4,762 lbs the combined weight all items  
 3,968 meals are now possible for our neighbors who are experiencing food insecurity.



Visit the [United We Can Results](http://www.uwpcnc.org/unity-we-can-results) page for more pictures and a video of the event.  
[www.uwpcnc.org/unity-we-can-results](http://www.uwpcnc.org/unity-we-can-results).

## TROPHIES AWARDED



**BEST IN SHOW AWARD & COMMUNITY CHOICE AWARD**

**Greenville Utilities Commission**

**SMALL AND MIGHTY AWARD**  
**Housing Authority of the City of Greenville**

**MOST NUTRITIOUS AWARD**  
**ECU School of Communications**

**MOST ON BRAND AWARD**  
**The Junior League of Greenville, NC**

## PARTICIPATING TEAMS

ECU School of Communications  
 Greenville Utilities Commission  
 Housing Authority of the City of Greenville  
 The Junior League  
 Pitt Community College  
 United Bank  
 WITN



**SAVE the DATE**

**SATURDAY, APRIL 9, 2022**



# NC 2-1-1: Help is just a phone call away.

## 2-1-1 Navigators at Work

Shane and his family are like many North Carolinians who are having difficulty making rent and utility payments due to a lack of work during the pandemic. While both Shane and his wife Julie are now back at work, neither of them is making the same amount of money they did before the pandemic. Because of this, they still need help paying their rent and utilities for the home they live in with their three children. Shane heard there were programs to help families like his, but he could not figure out which one was the right one for his county. A simple call to NC 211 and Shane learned that his county is managing a local program to help citizens meet rent and utility payment needs. The 2-1-1 Call Specialist provided Shane with the phone number and website for where he can apply for assistance. Shane is hopeful that his family will receive the help they need soon so they can avoid being evicted.

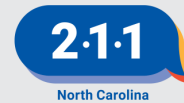


**DIAL 2-1-1**  
or visit [nc211.org](http://nc211.org)

Free • Multilingual  
Confidential • 24/7/365

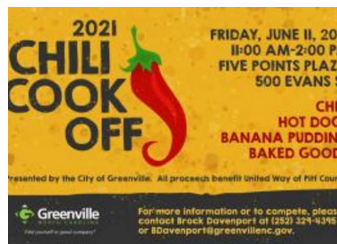
### GET CONNECTED TO...

Food • Housing • Utilities • Health Care  
Legal Services • Transportation • And more



**Thank you for supporting vital services like NC 2-1-1!**

The City of Greenville held a spring chili cook-off event to raise funds that will support the work of United Way in our local communities. There were 14 tasty chili's made by City employees, plus a table of delectable sweets to bid on.



SupDogs was on hand supplying hot dogs for those who favored a traditional chili dog over a bowl of chili!

**THANK YOU** Patricia, Val, and Team for organizing a fantastic foodie experience for our community and United Way!

If you missed the spring Chili Cook-off, no worries! Keep a lookout for information about the fall event on the City of Greenville social media sites.

### United Way of Pitt County Team

#### Operational Team

**Dwain Cooper**

*President/CEO*

**Lana Miller**

*Director of Finance and Operations*

**Sue Tidd**

*Director of Community Impact & Communications*

#### Program Delivery Team

**Robin Daily**

*Program and Family Engagement Coordinator*

*Early Grades Student Success Academy*

**Kris Davis**

*Administrative Assistant*

*Early Grade Student Success Academy*

**Angie Egerton**

*Director of Early Grades Student Success Academy*

**Marie Miller**

*Community Outreach Coordinator*

*Early Literacy & Imagination Library*

### Stay in touch with United Way

226 West 8th Street

Greenville, NC

252.758.1604

[WWW.UWPCNC.ORG](http://WWW.UWPCNC.ORG)

