

WE ARE 100

Co-Creating a UNITED and Resilient Community



**United
Way**



IN JUNE OF 1921, in the aftermath of WWI, a crippling pandemic, and a historic 100-year flood, local leaders formed what was then called the "Asheville Community Chest".

The first of its kind in North Carolina, the idea was simple and powerful: they would unite their fundraising efforts in a single, community-wide campaign to support local agencies engaged in recovery efforts.

ONE HUNDRED YEARS LATER, in the face of severe economic, social and public health challenges created in part by yet another pandemic, we are still here to fulfill our core purpose: **uniting our community to confront challenges that no single individual or agency can solve alone.**

THE NEXT 100

As proud as we are of our history, we know that there is so much more work to be done and we must find new ways to address issues that matter to our community.

We will do this by staying true to our origins and investing in the work of our partners, and **we must ACCELERATE our impact** by aligning our work and our network of partners around a common vision, strategy and goals—all focused on expanding opportunities for youth and their families to thrive.

NOT FOR, NOT TO, WITH

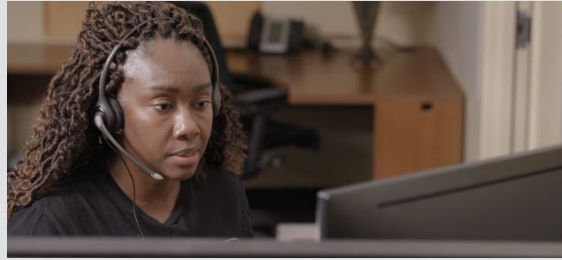
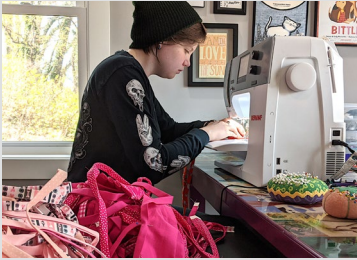
While no one knows what our future challenges will be, we do know that in order to confront them effectively our neighbors who have the most at stake must be active participants in co-creating the solutions.

To do this well we must lean into our guiding principles of putting **EQUITY AT THE CENTER** of our work, exhibiting **COURAGEOUS LEADERSHIP**, tapping into the **COLLECTIVE WISDOM** of our neighbors, be willing to **EMBRACE CHANGE**, and being **ACCOUNTABILITY DRIVEN**.

We do this because living in a united and resilient community where everyone belongs and everyone thrives -- requires we do things differently.



2020 | MEETING THE MOMENT



"When COVID hit, we called United Way. This allowed our public health and safety experts to focus on preventing and responding to the spread of the virus while United Way mobilized support around critical community needs like food, protective equipment, childcare, and mental health support." **Rachael Nygaard, Buncombe County Government**

"I've been helping people for years and was at a loss today due to so many resources being closed. **I thought I needed a miracle; turns out I just needed to call 211.**" **A caller to NC 211**




"United Way supported local community organizations through weekly check-ins, adding restorative circles for teachers and partners alike, and assisted us with food distribution at our schools. **United Way truly has been an integral part in our success during this pandemic.**" **Tiffany Flunory De'Bellott, Asheville City Schools Foundation**

"Many of our regular volunteers are elderly or have health issues so they can't help us like they used to. **We simply could not serve the growing number of people we are helping right now without the help of United Way's volunteer center.**" **Janice Ianniello, Emergency Market at Montmorenci UMC, Candler**



OUR WORK

- **CONNECTING** people, 24/7, to the information they need to navigate a crisis through NC 211
- **INVESTING** dollars and technical support in our partners through grants and contracts
- **BRINGING** people and partners together to support students and families through United for Youth and Community Schools
- **MOBILIZING** our neighbors to address crucial issues in our community through volunteer service



Education is a great equalizer. And **graduating from high school is a POWERFUL PREDICTOR of the future health and economic stability** of an individual, and their community.

But too often, academic success is derailed by hunger, homelessness, violence, inequity, and other problems.

This means that the “opportunity gap”— the gap that exists between white students and students of color and between students of different economic means — isn't just a school-based problem, it is a community responsibility.

No single person or organization can solve an issue this big alone. It will take all of us working together in new ways to effect change that matters to our children and our community.

This is why we are building and supporting United for Youth, a network of community partners who each bring a unique contribution to this work.

And it is why we are rallying the resources needed to anchor student and family support in seven Community Schools with a goal to expand to nine in the coming years.

And, with your help we will achieve our shared **BOLD GOAL of ALL Asheville City and Buncombe County students graduating from high school ready and fully prepared to pursue their goals and dreams by 2035.**

Learn more: unitedwayabc.org/WeAreOne

JOIN US



LIVE UNITED FUND

Your annual gift (paid now or over time) to the Live United Fund supports the work we are doing in our community right now.

THE NEXT 100 CAMPAIGN

In addition to supporting the Live United Fund we hope you will make an **ADDITIONAL ONE-TIME GIFT** to **The Next 100 Campaign** allowing us to:

- **ACCELERATE** our impact on youth and families through United for Youth and Community Schools
- **CO-CREATE** solutions to poverty and injustice by working directly with those most impacted, and
- **SUSTAIN** our efforts for future generations.

100 ACTS OF SERVICE & COMMUNITY CONVERSATIONS

Throughout the year we will post ways for you to connect with and serve our community.

Whether you GIVE, ADVOCATE, VOLUNTEER, or PARTNER with us in another way, your support at this critical moment really is the springboard into our next century of impact!

Learn more unitedwayabc.org/WeAreOne



**UNITED WAY OF ASHEVILLE AND
BUNCOMBE COUNTY**

unitedwayabc.org

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