

WHAT WE DO



United Way of the
Cape Fear Area

The United Way of the Cape Fear Area (UWCFA) collaborates with our community to leverage resources, partners with over 40 local agencies and invests in programs contributing to the health, safety, and prosperity for all.

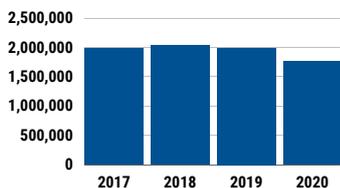
We do it by:

- Acting as a central organizer to find solutions to unmet needs, such as our Long-Term Recovery Groups, activating volunteers or partners, and facilitating new partnerships
- Leveraging donations by consulting with community leaders and volunteers to distribute the Community Impact Fund, similar to diversifying an investment portfolio to create the greatest community return.

Involvement is:

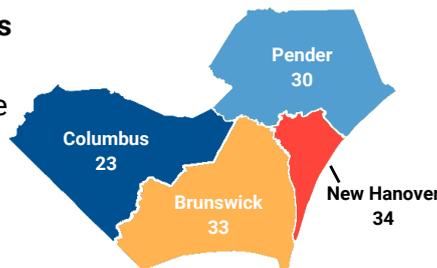
- Individual contributions
- Workplace campaigns
- Legacy giving
- Emergency funding initiatives
- Utilizing Share Cape Fear for volunteering, events, and donations

Impact looks like:



From 2017 to 2020, UWCFA's annual campaign raised over \$1.9 million on average to improve the lives of local people.

Funds are distributed to **local programs** that improve literacy rates for children at risk of dropping out of school, create reliable resources for fostered youth, provide healthy meals for families, support un- or underemployed parents, and much more.



Programs supported in 2021 by county

Accountability and Transparency:

- Board of Directors, all Cape Fear region residents, oversight.
- Community Impact investments are determined by volunteer committees of Cape Fear region residents.
- Annual independent audits.
- Pays less than 1.5% of what is raised to United Way Worldwide and United Way North Carolina for the use of resources, which in return matches our local donors with corporate gifts to cover our overhead.
- Maintains an average overhead rate of 16.4% over the past seven years.



Expert leaders evaluate fund applicants and distribute the Community Impact Fund based on:

- effectiveness
- best practices
- community need and service gaps

Volunteers and staff monitor progress through quarterly reports from programs, and offer additional support as needed.

Leverages results in **\$1.90 dollar impact per \$1.00 donated** by way of grants and volunteerism, as reported by our partners.

