

# UNITED IS THE WAY™



**UNITED WAY**  
Wilson County

Taking action **TOGETHER**  
so all can thrive.

## 2025 EXECUTIVE DIRECTOR'S MESSAGE

# A CALL TO LIFT WILSON COUNTY TOGETHER

For more than 60 years, the United Way of Wilson County has been here, serving, caring, and working side-by-side with our community. Since 1959, we have been committed to ensuring that no one faces hardship alone: those who are hungry find food, individuals without a home find shelter, and children have access to safe, enriching after-school programs.

This work is only possible because of the generosity of people like you.

Each year, more than one hundred dedicated volunteers share stories that bring our mission to life - stories of neighbors whose lives have been transformed through your donations. Volunteers highlight stories of individuals

with developmental challenges who have found fulfilling employment, survivors of domestic violence who have discovered safety and hope, and homebound citizens who receive warm meals and the comfort of a caring visit.

For over six decades, countless Wilson County residents have been part of the United Way story - volunteering to ensure a child has a joyful Christmas, checking in on homebound neighbors, learning CPR to save lives, and lending their hands and hearts where they were needed most.

Your generosity has fueled real change. Whether it was a gift of one dollar or one thousand, together we have raised millions of dollars to strengthen

Wilson County. But the need has grown. The challenges brought by 2020 and the years since have made giving harder for many, even as the demand for help has increased.

That is why we need you now more than ever.

When you give to the United Way, your contribution joins with thousands of others, multiplying the impact. A single \$50 gift can help unlock \$50,000 in collective community giving. Together, we can provide the food, shelter, education, and resources that struggling families need to break the cycle of poverty.

We have set a bold goal: to lift 1,000 households out of poverty in Wilson County by 2035. This vision will take all

of us - neighbors, businesses, and community partners - working together with compassion and determination.

If you have supported United Way in the past, we thank you. If it has been a while, we invite you to return and stand with us once again. If you have never given before, please know that now is the time to make a difference.

Your donation stays right here in Wilson County, funding proven, meaningful programs that change lives every day.

**JOIN US. GIVE TODAY. LIFT A HOUSEHOLD OUT OF POVERTY. CHANGE A LIFE.**

Your United Way of Wilson County Executive Director – **Judi Thurston**

## Give Today, Impact Tomorrow

### Send check to:

United Way of Wilson County, Inc.  
PO Box 1147  
Wilson, NC 27894

### Online giving:

[www.unitedwayofwilson.org/donate](http://www.unitedwayofwilson.org/donate)

Find us on



[unitedwayofwilson](http://unitedwayofwilson.org)

# United Way



**UNITED WAY OF WILSON COUNTY**

## JOIN US IN LIFTING WILSON COUNTY FAMILIES OUT OF POVERTY

Poverty is not just a statistic; it is a daily struggle for many of our neighbors. In Wilson County, too many families are forced to make impossible choices between paying rent, buying groceries, or covering essential medical costs. Together, we can change that.

The United Way of Wilson County's annual campaign is the largest community-driven fundraising effort in our area, fueled by donations from employees, businesses, and caring individuals like you. This year, our mission is clear: help lift households out of poverty and provide them with the tools, resources, and opportunities to thrive.

Your gift will help connect struggling households to the essentials they need most:

- Food – Nutritious meals so children and families do not go hungry.
- Shelter – Safe places to stay when housing is uncertain.
- Education – Opportunities that open doors to better jobs and brighter futures.
- Access to Services – Vital connections to services and programs.

When you give to United Way, you are not just making a donation, you are creating hope, stability, and opportunity for thousands of families in Wilson County.

### EVERY CONTRIBUTION MAKES A DIFFERENCE

A small monthly gift can provide a week of groceries for a family in need. A larger gift can keep the lights on for a struggling household. No matter the size, your donation changes lives right here at home. Your gift multiplies because of the donations we receive from your co-workers, your neighbors and your favorite businesses.

### GIVE TODAY. CHANGE TOMORROW

Together, we can lift 1,000 households out of poverty by 2035.

Donate now at [unitedwayofwilson.org](http://unitedwayofwilson.org) or contact Betty Baker at 252-237-3194 extension 2 to learn how your workplace or business can join the movement.

**UNITED WE CARE.**

# UNITED WAY OF WILSON COUNTY LAUNCHES 2025 FALL CAMPAIGN

The United Way of Wilson County is excited to announce the kick-off of its 2025 Fall Campaign, an annual effort that brings together local businesses, organizations, and individuals to create lasting change in our community. This year's campaign will run from September 1 through mid-November, with the goal of raising critical funds to support programs and services that help families and individuals thrive in Wilson County.

For more than six decades, the United Way of Wilson County has worked hand in hand with local nonprofits, schools, and community leaders to address pressing needs such as food insecurity, homelessness, access to health-care, and educational opportunities. The Fall Campaign is the largest fundraising initiative of the

year, making it a cornerstone of our ability to serve thousands of Wilson County residents.

Employee campaigns hosted within local workplaces are the heart of the United Way Campaign's success. These campaigns engage employees in giving, volunteering, and learning more about the direct impact of their contributions. While most employee campaigns are held between September and November, the United Way of Wilson County is happy to partner with companies interested in launching a first-time campaign at any time of year. The flexibility ensures that every business, regardless of its schedule, can play a role in building a stronger Wilson County.

What we raise here stays here. When companies and employees get involved, they are helping us


provide food for families, shelter for those without homes, and resources for children to learn and grow. The impact is immediate and deeply felt.

The 2025 Fall Campaign will feature special kickoff events, community spotlights, and opportunities for donors to see their dollars in action. United Way encourages both long-time supporters and new partners to get involved whether through a workplace campaign, individual giving, or volunteering.

For more information on starting an employee campaign or supporting the 2025 Fall Campaign, contact Betty Baker at 252-237-3194 extension 2 or [asstdir@unitedway-ofwilson.org](mailto:asstdir@unitedway-ofwilson.org)

Together, we can unite for a stronger and more resilient Wilson County.

WHAT YOUR DOLLARS DO

UNITED WAY  
Wilson County

\$1 per week

provides 12 homebound senior citizens a hot and nutritious meal through the Meals on Wheels program.

\$5 per week

shelters someone who is homeless for one night AND provides food to someone who is hungry.

\$5 per week

provides two children with a learning environment and recreational experience that keeps them safe.

\$7 per week

provides a domestic violence or homeless shelter resident three meals a day for 48 days.

\$10 per week

provides three meals a day for a shelter parent and two children for 34 days.

\$15 per week

sends six children with I/DDs to summer day camp where they swim, sing, participate in crafts, and receive a hug every day

[unitedwayofwilson.org](http://unitedwayofwilson.org)

AllianceOne

We believe everything we do is to transform people's lives so that together we can grow a better world.

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- Support for People & Communities
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Learn more  
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DONATE • SHOP • VOLUNTEER

Wilson Area  
**Habitat for Humanity®**

**ReStore**

*Building Dreams One Donation At A Time*

626 Ward Blvd., Wilson, NC (Behind Pizza Inn)

252-234-0009

Tuesday-Friday 10am - 5pm and Saturday 9am - 3pm.

SHOP WITH US!

Store proceeds help build Habitat homes for local partner families.

DONATE!

We accept furniture, appliances, building materials, cabinets, electronics, light fixtures, tools & other household items.

Call 252-234-0009 for pickup of large items.

Wilson Area Habitat for Humanity is a designation-only agency.

You must designate WAHFH if you want your donation to go to Habitat.

United Way



Your United Way dollars help DOI provide job placement and training services to those with disabilities in our community.  
***Thank you for your support!***



1010 Herring Ave., Wilson  
**(252) 291-0378**



## DIVERSIFIED OPPORTUNITIES, INC.

Diversified Opportunities, Inc. provides vocational evaluation, job training and job placement for individuals with disabilities or disadvantaged circumstances. They serve more than 250 consumers every year.

### IMPACT ON POVERTY

Diversified Opportunities, Inc. has been supporting a man with several barriers to employment in his job search since 2018. During this time, he faced

many roadblocks, but his job coach encouraged him to stay motivated and persevere through the challenges. DOI is happy to report that in July 2024, ServiceMaster gave this gentleman a chance! He was hired part-time to clean the City of Wilson customer service building. He rode his bike to work every day in the sun, rain, sleet or snow. He now cleans three buildings, doubled his work hours, and is in the process of repairing his car. He set a goal and never gave up!

## WILSON COUNTY GATHERS MOMENTUM TO LAUNCH WHITE FLAG SHELTER FOR COLD WEATHER RELIEF

A growing coalition of nonprofits, government agencies, faith leaders, and concerned citizens is working diligently to open a White Flag Shelter in Wilson County this winter — a vital resource that would provide temporary overnight refuge to individuals and families facing homelessness or living in unheated homes when temperatures drop dangerously low.

### WHAT IS A WHITE FLAG SHELTER?

White Flag Shelters are emergency overnight shelters that open when temperatures fall to or below 35 degrees, including the effects of wind chill. These shelters are designed to offer a warm, safe environment from 7:00 p.m. to 7:00 a.m., typically operating in community centers, churches, or other public buildings. The goal is to prevent weather-related illness or death among

the unsheltered population and vulnerable residents.

### WHAT SPARKED THE LOCAL CONVERSATION?

The urgency around establishing a White Flag Shelter in Wilson County intensified during the 2024 - 2025 winter season when severe cold spells swept across the region. Raleigh-area news stations began announcing the activation of White Flag Shelters in the Triangle, drawing local attention to the lack of such a resource in Wilson.

On a particularly cold winter day when the Triangle just made the announcement about the White Flag Shelters opening, members of the Wilson/Greene Housing Committee, led by Tim Rogers of the Housing Authority were gathering for their regular monthly meeting. During their meeting, the topic of emergency cold weather

sheltering emerged as a critical concern. The group — which includes the United Way of Wilson County, City of Wilson – Human Relations, Hope Station, Department of Social Services, Wilson Forward, Wilson Housing Authority, Wilson County Schools, Trillium, City of Wilson, social workers, and several nonprofits — quickly decided that a separate committee should be formed to focus exclusively on this issue.

The bitterly cold weather also concerned Wilson County residents, which prompted one caring resident to approach both the city and county governments about the urgent need for providing shelter to the homeless during extreme winter conditions. These two catalysts gave rise to the Mayor and Billy Woodward, Director for the City of Wilson's Human Relations Department to invite interested community members to attend the



already underway White Flag Shelter Conversations that were being held at the United Way. The committee quickly grew and now includes more than 35 active participants.

### A BROAD COALITION

Working Toward a Shared Goal “This is truly a community-driven effort,” said Judi Thurston, Executive Director of United Way of Wilson County. “We have seen strong momentum, with open meetings full of committed, compassionate individuals - from churches and schools to emergency management, fire and rescue, city and county departments, nonprofits and concerned citizens.”

The committee meets monthly and has already begun coordinating critical components, including volunteer recruitment, training, site evaluation, communication strategies, and logistics.

Please contact the United Way of Wilson County at [director@unitedwayofwilson.org](mailto:director@unitedwayofwilson.org) to find out the meeting schedule and dates for volunteer training. These are open meetings, and our community is always welcome.

### WHERE WILL THE SHELTER BE LOCATED?

In July, two downtown churches came forward offering their facilities - one as a primary site and the other as a backup.

Church location approvals have been finalized and will be announced publicly. The committee is optimistic and eager to share the confirmed site with the community soon.



Volunteers prepare cots for people utilizing the white flag shelter. Vance Haywood

### WHAT CONCERNS HAVE COME UP IN MEETINGS?

Committee members have raised thoughtful questions around topics like volunteer capacity, facility safety, liability, accessibility, security, and coordination with first responders and social services. The group has studied best practices from communities that have successfully launched White Flag Shelters, using these examples to proactively address local concerns.

### HOW HAS THE COMMUNITY RESPONDED SO FAR?

The response has been overwhelmingly positive. Local churches have offered both locations and volunteers. Community members have expressed a strong desire to help. Local government and emergency response teams have remained engaged. The sense of

shared responsibility has created a unified front - one that recognizes the dignity and humanity of every Wilson County resident, especially those most at risk during extreme weather.

### LOOKING AHEAD

As winter approaches, the White Flag Shelter Committee is determined to be ready. With every meeting, new volunteers step forward, new voices are heard, and new ideas are brought to the table. What began as a conversation is now a movement - and one that's gaining traction fast. “Our community has always stepped up when there's a need,” said Thurston. “This is one of those moments.”

*In-kind donations and volunteers are needed. Please contact Judi Thurston – [director@united-wayofwilsoncounty.org](mailto:director@united-wayofwilsoncounty.org) to learn how you can help.*

## MEALS ON WHEELS WILSON COUNTY

Meals on Wheels Wilson County helps senior citizens age with dignity and without fear of hunger by delivering fresh cooked meals to their doorstep every day, regardless of income. Meals on Wheels also has congregate nutrition sites where older residents can eat with each other and socialize during the week.

### IMPACT ON POVERTY

Meals on Wheels Wilson County is especially

important for those facing poverty as it provides nutritious meals, reduces food insecurity, and supports independent living. By delivering food directly to homes, it eliminates barriers like transportation, mobility issues, and limited income. The program also offers social interaction, which helps combat isolation and improve mental health. This support improves quality of life and reduces healthcare costs by addressing nutrition-related health problems.

# THANK YOU

## Collins Aerospace

for combatting food insecurity in Wilson County!  
Two teams packed 12,000+ meals in less than 2 hours!  
You are making a difference!



GET INVOLVED.  
GIVE BACK.  
TAKE ACTION.



Packing meals serves as a great team building event while combatting food insecurity in your community. For information on how your company can be involved, contact Mona Lamonds at [finance@unitedwayofwilson.org](mailto:finance@unitedwayofwilson.org).

**MEALS on WHEELS WILSON COUNTY**

**(252) 237-1303**

Home Delivered Meals • Congregate Nutrition Sites

Volunteer to deliver more than a meal today!

Visit [linktr.ee/mowwilson](http://linktr.ee/mowwilson) to donate or find more info.





**American  
Red Cross**

## AMERICAN RED CROSS

The American Red Cross shelters, feeds and provides emotional support to victims of house fires and all sorts of disasters. The Red Cross also holds life-saving blood drives throughout Wilson County.

### IMPACT ON POVERTY

When disasters such as fires, floods, or storms strike, the Red Cross offers immediate relief—safe shelter, meals, clothing, and emergency financial assistance—so families don't have to deplete what little resources they may have. They also connect individuals with long-term recovery resources reducing the risk of future hardship. Through both urgent aid and capacity-building programs, the Red Cross helps families recover, regain self-sufficiency, and move toward financial stability.



*Thank you,*  
**UNITED WAY**  
of Wilson County!

Hope Station is proud to be a member of the United Way, and grateful to share in partnership to serve those in need:

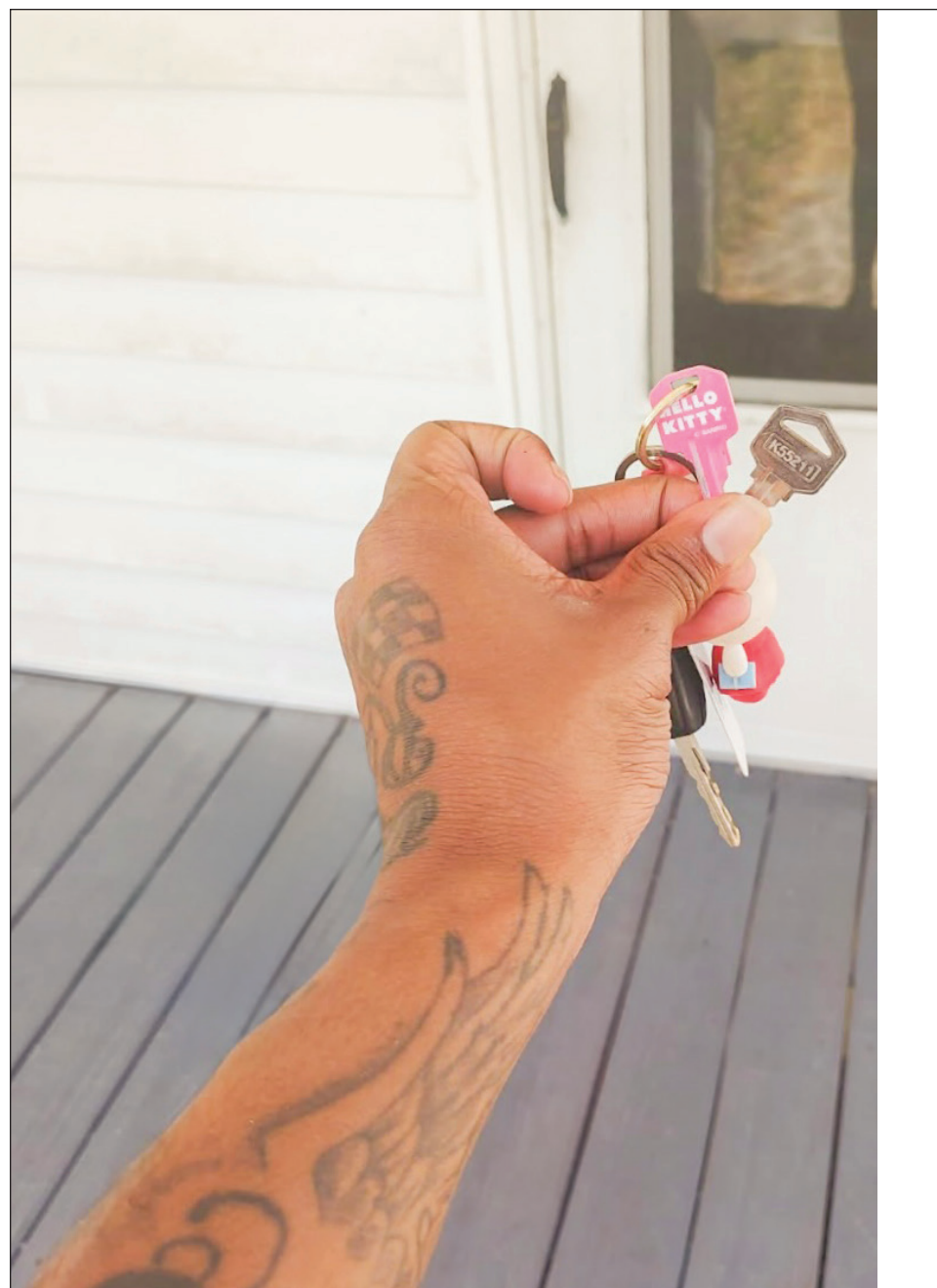
- Families and single men experiencing homelessness
- Families needing food
- Persons struggling in a financial emergency

**Wilson County Interfaith Services, Inc dba HOPE STATION**

309 Goldsboro Street East · Wilson, NC 27893

P.O. Box 2164 · Wilson, NC 27894-2164

252.291.7278 | [contact@hs-wilson.org](mailto:contact@hs-wilson.org) | [www.hopestation-wilson.org](http://www.hopestation-wilson.org)  
[www.facebook.com/hopsetationwilson.org](http://www.facebook.com/hopsetationwilson.org)



## HOPE STATION

The Hope Station is a homeless shelter in our community that helps families in crisis through food, shelter, housing assistance, and emergency financial assistance. Last year, they served over 3,300 people in over 1,300 households in Wilson County.

### IMPACT ON POVERTY

A young couple expecting their first child came to Hope Station's Westview House tier family conflicts let them without support or shelter. Before

arriving, they were sleeping in their vehicle. Unemployed and unsure of their next steps, they connected with community partners through the shelter and both found jobs. Despite challenges securing housing due to their history, their social worker advocated on their behalf and helped them move into a house in Wilson. With a housing stabilization plan in place, they now pay rent and utilities independently. Housed since May 2025, they're thriving and preparing to welcome their baby girl.



# THE SPOT

The Wilson SPOT is a vibrant initiative with youthful energy, vision, and hope—a place where children are cared for and empowered for life. The SPOT, which stands for Sharing Positive Outcomes Together, is more than an acronym; it is a philosophy, a community, and a promise. With a mission to inspire, nurture, and uplift local youth, The SPOT offers a comprehensive range of out-of-school time programs designed to meet the needs of children and their families, fostering lifelong growth and self-confidence. The

SPOT will open Wilson Youth United Academy for 2025-26 school year. A private school initiative for rising K-through 2nd grade. Our school will offer the same quality and enrichment opportunities that set the SPOT apart from others. The transition for our Academy students to after school and summer camp will be seamless providing year round learning in one place.

### IMPACT ON POVERTY

The SPOT offers scholarships to families in need of assistance, thus reducing financial

barriers to quality education and activities, helping children develop the skills, confidence, and resilience they need for future success. Fulfilling every child's needs, providing safe and reliable transportation, food and nutrition, social-emotional learning, encouragement in sports, health and fitness are critical to a child's success and available to everyone. In doing so, it supports working parents, strengthens family stability, and contributes to breaking cycles of poverty—one child, one family, and one community at a time.



## UNITED WAY OF WILSON COUNTY

Our vision is to create a collaborative community where all Wilson County citizens can thrive by developing lasting solutions to poverty. United, we work in partnership with a variety of organizations to create a community of resources for all citizens.

United, we will lift 1,000 households out of poverty by 2035.

Leveraging Community Resources: Your contribution doesn't just stop at direct funding. The United Way uses donations to leverage additional resources, partnerships, and volunteer efforts, multiplying the impact of each dollar given. This collective approach maximizes the positive effects on our community.

Building a Thriving Community: When you donate to the United Way, you are not just helping individuals, you are contributing to the overall strength and resilience of our community. Your generosity helps create a supportive environment where everyone has the opportunity to thrive.

Empowering Local Nonprofits: The United Way partners with local nonprofits that have a deep understanding of our community's unique challenges. By donating, you are supporting these organizations in their efforts to create positive change and improve the lives of our neighbors.

Supporting Vital Programs: Your donations enable us to fund a wide-range of programs and services that directly benefit individuals and families in our community. From providing emergency assistance and food security to supporting education and health initiatives, your contributions help us address the most pressing needs.

we know insurance can  
be complicated.  
luckily, we're experts.  
simple human sense



404 Nash Street NE, Wilson  
252-237-5361 • [www.toweins.com](http://www.toweins.com)





Powered by United Way of North Carolina  
and Local United Ways

NC 211

NC 211 is a free, confidential, multilingual health and human services information and referral system, available 24 hours a day. NC 211 has continuously gained recognition as a trusted resource in North Carolina and connects citizens to verified resources in their area for basic needs, such as housing

and utility assistance, food, healthcare, transportation, and more. The United Way of Wilson County helps fund NC 211 so that our community members can dial 2-1-1 for referral to local resources. Year-to-date, housing and shelter top the requests at 54.1% of all calls for Wilson County.

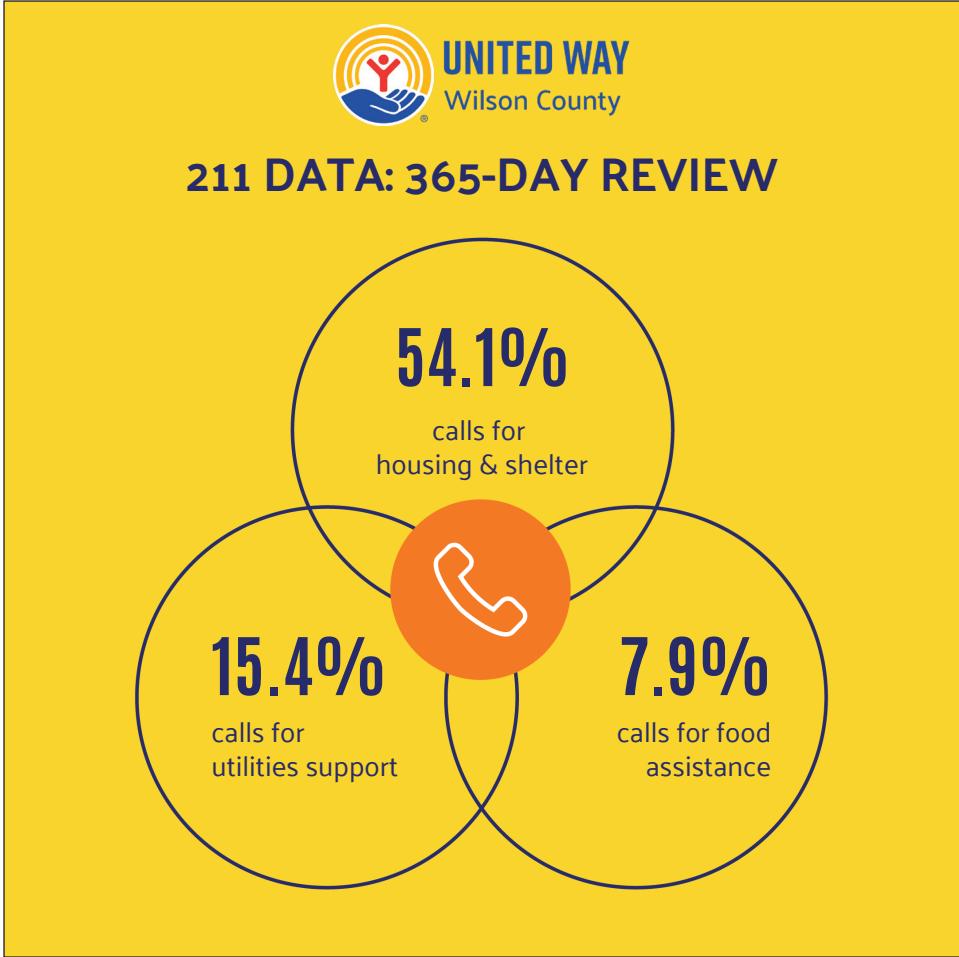
15.4% of calls were for utility assistance and 7.9% of calls were for food assistance. If you are a local nonprofit agency with resources that could benefit our community, please visit [nc211.org/add-your-agency](https://nc211.org/add-your-agency). If you are in need of assistance, please dial 2-1-1 or visit [nc211.org](https://nc211.org).

# Y.O.U.T.H. OF WILSON

Y.O.U.T.H. of Wilson is committed to mentoring young community members, ages 8 to 18, referred by the Department of Juvenile Justice, by providing positive role models and mentors through one-on-one activities. They rehabilitate juvenile offenders by supporting them in a positive environment while offering proper accountability. They assist families served by providing transportation to and from the program, hygiene products for the youth, and a restitution bank for the youth to earn their restitution for victims. Their partnership with the United Way of Wilson County and other United Way member agencies, assist families and youth to a brighter future.

## IMPACT ON POVERTY

“D.J.”, a quiet young man, was referred to our program. He began working with our team until we decided to allow him to volunteer at the Habitat Restore. One day a loyal Restore customer, who had been observing D.J.’s work ethic and his character, contacted our office to inquire about hiring him. He stated he was very impressed with his mannerism and initiative, but especially his work ethic. We contacted his mother to confirm that we could give the gentleman her information and he could offer him the job. D.J.’s mother was smiling through the phone and crying for joy, because this was his first job. D.J. expressed that he would be able to assist his family with household expenses.



*Celebrating 43 Years of Serving  
Wilson County Youth 1982-2025*

**Y.O.U.T.H.**  
of Wilson County  
Youth Oriented Understanding Through Help

*WE WOULD LIKE TO SAY THANK YOU  
TO THE WILSON COUNTY COMMUNITY FOR  
SUPPORTING THE Y.O.U.T.H OF WILSON COUNTY  
AND OUR MISSION THE PAST 43 YEARS!*

*Contact us to make a difference!*

*Visit us at [youthofwilson.org](https://youthofwilson.org)  
114 Pine Street NE • 252-243-3675*

*Proud Member Agency Since 1984*



# WILSON POLICE DEPARTMENT POLICE ATHLETIC/ACTIVITIES LEAGUE (PAL)

The Police Athletics/Activities League is a program through the Wilson County Police Department that strives to foster positive relationships between youth and our policemen and women. They offer mentoring through recreational, athletic, and educational programs.

### IMPACT ON POVERTY

By offering free sports camps and mentoring programs, the Wilson Police Department provides children with safe,

structured activities that build skills, confidence, and positive relationships. These programs remove financial barriers to extracurricular opportunities, keeping youth engaged in healthy pursuits that can open doors to scholarships, career paths, and lifelong habits of discipline and teamwork. Mentoring connects young people with role models who encourage them to set goals, stay in school, and make choices that lead to brighter futures—breaking cycles of poverty and fostering stronger, more resilient families.



# FLYNN CHRISTIAN FELLOWSHIP HOME

The Flynn Christian Fellowship Home offers a safe, faith-based space for men in early addiction recovery. Through structure, support, and accountability, they guide them as they return to the community as sober, responsible, and purpose-driven individuals.

### IMPACT ON POVERTY

The Flynn Home opened its doors to a man, who had once been a good worker, father, husband, person. Although he thought he had his drinking problem un-

der control, before he knew it, he lost his home, job, and family. He contacted a former resident, came to the Flynn Home, and realized he was not alone in his battle. Working with a mentor, he started taking actions necessary to get back on the right path. He started working in his prior profession, continued to get healthier, and began working on his broken relationships. Over time, he reconciled with his wife, moved home, and now has his own business. Today, he is doing great, and gives back to the Flynn Home by offering work to current residents and helping with yard maintenance.





Proud Supporter of The United Way



WILSON-FOREST HILLS



WILSON-NASH



SCAN HERE TO START TODAY WITH US AT WILSON FOREST HILLS & NASH





# UNITED FOR ALICE

ALICE stands for Asset Limited, Income Constrained, Employed. This acronym represents households that earn more than the Federal Poverty Level, but not enough to afford the basic cost living in Wilson County. You see these essential workers every day, for example, nursing assistants, cashiers, servers, mechanics, teachers, and more.

27% of Wilson County households are ALICE, which means they are working households, who cannot afford to save money, may not have employer provided health insurance, and may struggle to afford rent and other monthly costs each month. They are one unexpected expense away from financial crisis.

The Household Survival Budget estimates the cost of living in a specific county and includes housing, childcare, food, transportation, technology, health care, taxes, and miscellaneous items. In Wilson County, a single parent with one child in childcare would need to earn \$46,476 per year, to be able to afford the most basic needs. This means that a single parent would need to make \$20.50 an hour, while the minimum wage in North Carolina has been \$7.25 since 2009.

The United Way of Wilson County is committed to lifting these households up to build stronger, more inclusive communities for everyone.



## WESLEY SHELTER

Wesley Shelter provides comprehensive support to women, men, and children impacted by domestic and sexual violence, and human trafficking. They provide shelter, education, legal assistance, and other supportive programs to those affected by domestic violence, sexual assault, or human trafficking.

When A.F. first came to Wesley Shelter, she was a bright young woman facing unimaginable challenges. Poverty, instability, and the trauma of her past had put her dreams on hold. Milestones like attending prom, graduating high school, or preparing for college felt out of reach. But at Wesley Shelter, we believe every young person deserves the chance to dream—and the support to make those dreams real. Through our trauma-informed programs, compassionate advocacy, and connections to essential resources, A.F. was able to step into a prom dress with confidence,

earn her high school diploma, and secure her very first job. This fall, A.F. will begin her journey as a working college student at Barton College, majoring in criminal justice—a field she chose because she wants to stand up for others, just as we stood up for her.

### IMPACT ON POVERTY

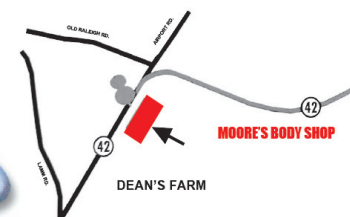
A.F.'s story is more than a personal victory; but a testament to what happens when we invest in survivors and dismantle the barriers that keep families trapped in cycles of poverty. Wesley Shelter's services—whether safe housing, education support, job readiness, or basic needs—open doors to futures once thought impossible. A.F. is proof: with the right support, survival transforms into success, and success becomes a beacon for others still finding their way forward.

## 42% of NC households are ALICE

Asset Limited, Income Constrained, Employed. They're your neighbors, teachers, healthcare workers and childcare providers.



Recognize ALICE. Create change.



## MOORE'S BODY SHOP

Complete Body & Paint Repair

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# UNITED WAY OF WILSON COUNTY – 2025 PILOT PROGRAMS

## United We Care – In Our Schools

The *United We Care* program is committed to supporting McKinney-Vento students within Wilson County Schools. United Way of Wilson County partners with school social workers, teachers, and the McKinney-Vento team to provide critical assistance when students lack stable shelter, food, basic needs, or other essential items.

When existing community resources are unable to meet the needs of a student, United Way steps in to help fill the gap. No teacher should ever feel powerless when faced with a student living in conditions that are unsafe, unhealthy,

or detrimental to the child's educational opportunities.

This program represents one of the many efforts United Way is undertaking to achieve its BOLD GOAL of lifting families out of poverty.

*The federal McKinney-Vento Homeless Assistance Act ensures access to education and stability for students who lack a fixed, regular, and adequate nighttime residence. This includes students who are doubled up with other families, living in motels, shelters, cars, or other temporary or unstable housing situations.*



## WILSON CRISIS CENTER

Extending a Helping Hand to Those in Need...24 Hours a Day... Every Day. The Wilson Crisis Center is a local resource agency that provides 24-hour telephone assistance for callers that need help during a crisis. They also do daily "Hello Calls" to senior citizens in our community to provide

a listening ear as well as remind them to eat and take any necessary medication.

### IMPACT ON POVERTY

A man called the Wilson Crisis Center one night. He, his wife and three children (ages 2, 4, and 7) were sleeping in a tent.

He lost his job because of a medical condition, which made it impossible to work outside. We provided shelter, food, clothing and resources for employment and a place to live. We connected him with a new employer and transportation. This family was lifted out of poverty.

## United We Care – In the Workplace

In 2025, United Way of Wilson County launched a pilot program designed to support employed individuals who need assistance. This initiative provides on-site social service navigation for those who may be unfamiliar with the many community services and programs available to them.

The program connects employees with vital resources and offers guidance from a friendly, qualified navigator.

With growing interest, there is potential to expand this service to additional businesses across the county.

United Way works in direct partnership with business owners, plant managers, and human resources teams to implement and support this initiative.

For more information or to explore how your company can participate, please contact United Way of Wilson County at (252) 237-3194 ext. 4.

## THE ARC OF WILSON COUNTY

The Arc of Wilson County promotes and supports activities in Wilson County that benefit the lives of citizens with intellectual and developmental disabilities (I/DD) living in the community. They accomplish their mission

by supporting activities of the state and national organizations; working within the Wilson County community to develop programs that will benefit citizens with I/DD; and, further develop programs in the future to benefit all

**CELEBRATING 53 YEARS**



**WILSON  
CRISIS  
CENTER**

**24-HOUR HOTLINE 237-5156**

- Daily Hello Calls and Med Calls Programs - 237-5156
- Teen Help Line - 4-8 PM Monday-Friday - 243-6444
- Centro De Crisis/Linea De Ayuda Hispana
- 24-Hr. Spanish Information Hotline - 237-7626

*If you need to talk, we're there to listen!*

**Up To Date Resources & Referrals**

**VOLUNTEERS NEEDED!**

A UNITED WAY AGENCY

# UNITED WE THRIVE



**UNITED WAY**  
Wilson County