



YOUR IMPACT

IN 2020

Celebrating
years



United
Way



Rowan County

When our community can **come together** and inspire one another to give their time, money and talents to **go to our community needs**, then those resources ultimately **flow to our neighbors in need** and create a thriving community for everyone.

As we celebrate our **65 years**, we stop to reflect on all that the Rowan County community has accomplished together. The community made a brave decision two years ago to align your investments to the most pressing community issues through our Community Impact model; because of that shift, here are the outcomes we have already seen...

87,178

individuals were served despite COVID-19 restrictions, by **19** funded programs that focus on substance use, mental health, healthy lifestyle behaviors and basic needs.



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North Carolina

1,874

referrals made by NC 211 to Rowan County health and human service agencies — connecting individuals who had needs related to food, shelter, financial assistance and other necessary resources.

SUBSTANCE USE

1,267 children received education, counseling and treatment for substance use within their families.

1,080 youth participated in programs providing an alternative to substance use, such as peer recovery and youth support initiatives.

34 individuals have remained substance-free, six months following treatment programs.

15 families reunited due to free substance use treatment, counseling and housing.





HEALTHY LIFESTYLE BEHAVIORS

635 Rowan County residents proactively engaged in lifestyle choices that promote emotional wellbeing and healthy connections within the community.

7,269 Rowan County residents received education and have consistent access to nutritious, healthy, affordable food through an innovative hydroponics and community market program.

15 individuals are now using non-medication strategies to manage their chronic disease.

\$33,544 provided in financial assistance to **36** unduplicated, low-income students and their families for academic out-of-school support during the global pandemic.

MENTAL HEALTH

5 funded programs provided services to increase the number of individuals who are able to support themselves and their family members regardless of ability to pay or insurance coverage.

A holistic approach to mental health service delivery changed from simply providing outpatient treatment to including case management, transportation, an emergency food bank, assistance in applying for healthcare coverage, substance use groups, medication management and intensive in-home services.

Implementation of a coordinated care network by identifying and making referrals to all mental health service providers within a 50-mile radius. This resulted in an increase in the number of active providers, an increase in the opportunity for services for individuals and families, an increase in the number of individuals who benefit from surrounding providers, and identified and decreased the number of barriers that were identified and are being reduced.

1,269 families with children accessed free mental health services.

1,313 individuals received beneficial counseling and evidence-based therapy and treatment.

4,142 Rowan County residents received effective family support for mental health and substance use disorders.



BASIC NEEDS

9 families are now self-sufficient and have increased their income through financial education, job readiness classes and the use of monthly budgets.

54 victims of domestic violence and sexual assault received safe shelter and resources to prevent their homelessness and further abuse.

1 new transportation program was developed for local senior citizens and their family members to transport them to their medical appointments.

113 households received utility assistance to prevent families from living in substandard housing situations.

167 households avoided eviction due to financial assistance.