

# ANNUAL REPORT 2025



**UNITED WAY**  
Pitt County

# FROM OUR PRESIDENT

As we close another impactful fiscal year at United Way of Pitt County, I am filled with gratitude and with hope, **because of you.**

Your commitment to LIVE UNITED continues to make a meaningful difference across our community. Every gift, partnership, and act of support help ensure that our neighbors are not alone in times of need, **because of you.**

This year, through our 2-1-1 call center, we responded to 4,773 calls across our coverage area, each one representing someone seeking help and finding it. In total, 6,856 needs were identified across 338 categories and met through a network of 163 trusted agencies. These numbers reflect more than services delivered; they represent stability restored and hope renewed, **because of you.**

Our investment in education is also transforming lives. During the 2024–2025 school year, the Early Grades Student Success Academy, delivered through ELISS and 21st CCLC programs, served 2,066 students from elementary schools across Pitt County.

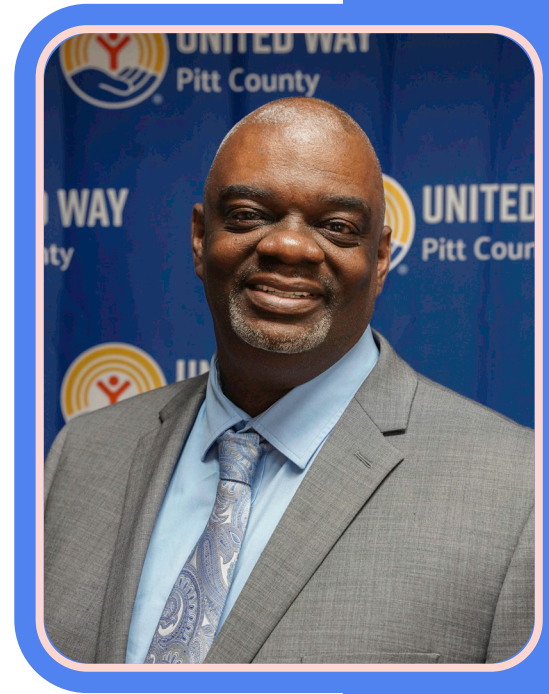
The results are powerful. In ELISS, 100% of students improved in literacy and 93% in math, with 56.8% reaching proficiency. In 21st CCLC programs, 99% improved in literacy and 97.8% in math, with nearly half reaching proficiency. These outcomes reflect what is possible when students are supported with strong instruction, enrichment, and a community that believes in their success, **because of you.**

When our community faced the SNAP crisis, you made it possible for us to respond immediately. United Way of Pitt County committed \$10,000 in support, providing timely relief to those most affected and demonstrating the strength of our collective compassion, **because of you.**

For over six decades, United Way of Pitt County has brought together corporate leaders, local organizations, educators, volunteers, and individuals to take on our community's greatest challenges. That spirit of unity continues to guide our work today. As we look ahead, we do so with determination and optimism. Together, we are not just addressing today's needs; we are building a stronger, more equitable future for all in Pitt County, **BECAUSE OF YOU!**

Thank you for your continued support. Thank you for your belief in this work.

**Dwain Cooper**  
President



# LEADERSHIP & COMMITTEES

## Executive Committee

Janis Gallagher – Board Chair  
Randi Clifton – Vice Chair  
Hunter O’Neal – Treasurer  
Stephanie Hinnant – Resource Development Chair  
Mary Margaret Alligood – Community Impact Chair

## Board of Trustees

Mary Marget Alligood – Sara Weir Group  
Michelle Bowers – ENC Pirate Realty  
Tina Bryan – Avient  
Michael Clark – Grady-White Boats  
Randi Clifton – Hyster-Yale Materials Handling  
Michael Cowin – City of Greenville  
Janis Gallagher – Pitt County Government  
Stephanie Hinnant – Hilton Greenville  
Ricky Hines – Town of Winterville  
Dr. KaSheta Jackson – ECU Health  
Steven M. Lassiter, Jr., EdD – Pitt County Schools  
Shanetta Moye – Greenville Housing Authority  
Carl Muenscher – Publix Supermarket  
Hunter O’Neal – United Bank  
Dr. LaNika Wright – East Carolina University

## Finance Committee

Hunter O’Neal – Chair  
John Dean – Prime Investments & Development  
Amanda Wall – Greenville Utilities Commission  
Lana Miller – United Way of Pitt County

## Staff

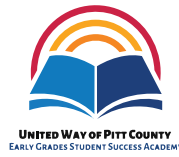
Dwain Cooper – President/CEO  
Angie Egerton – Fiscal Agent, Early Grades Student Success Academy  
Spencer Jones – Marketing Coordinator  
Michael Melvin – Director of Development  
Lana Miller – Director of Finance & Operations  
Ashley Smith – Director, Early Grades Student Success Academy

## Mission

To mobilize resources and leadership to build a stronger community.

## Vision

We are the champions of our community, empowering people and improving lives.



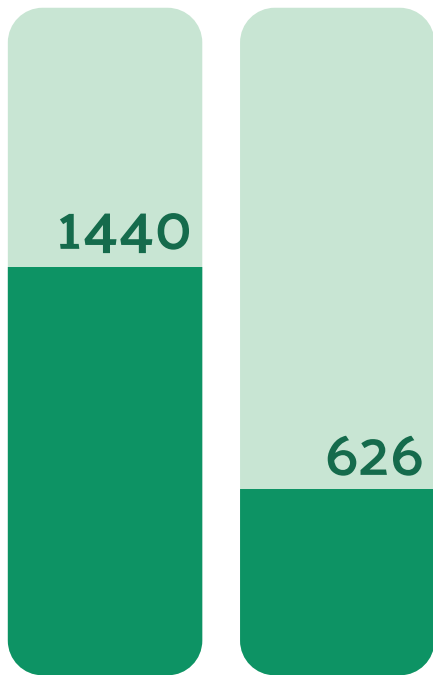
# EARLY GRADES STUDENT SUCCESS ACADEMY

United Way of Pitt County's ELISS and 21st CCLC programs provide our community's K-5 students and schools with enriching, academic activities that serve as an extension to the school day.

**2,066**  
Students

**16**  
Schools

**11,217**  
Service hours



ELISS  
Students

21st CLCC  
Students

Through small-group, standards-aligned instruction paired with engaging STEAM enrichment, wellness activities, and strong partnerships with Pitt County Schools and community organizations, including East Carolina University Brody School of Medicine, EGSSA delivered measurable academic growth, improved attendance, and helped close opportunity gaps for children in Title I schools.



## ELISS Academic Gains

**100%**

Improved in  
literacy

**93%**

Improved in  
math

**56.8%**

Reached  
proficiency in  
literacy or math

## 21st CLCC Progress

**99%**

Improved in  
literacy

**97.8%**

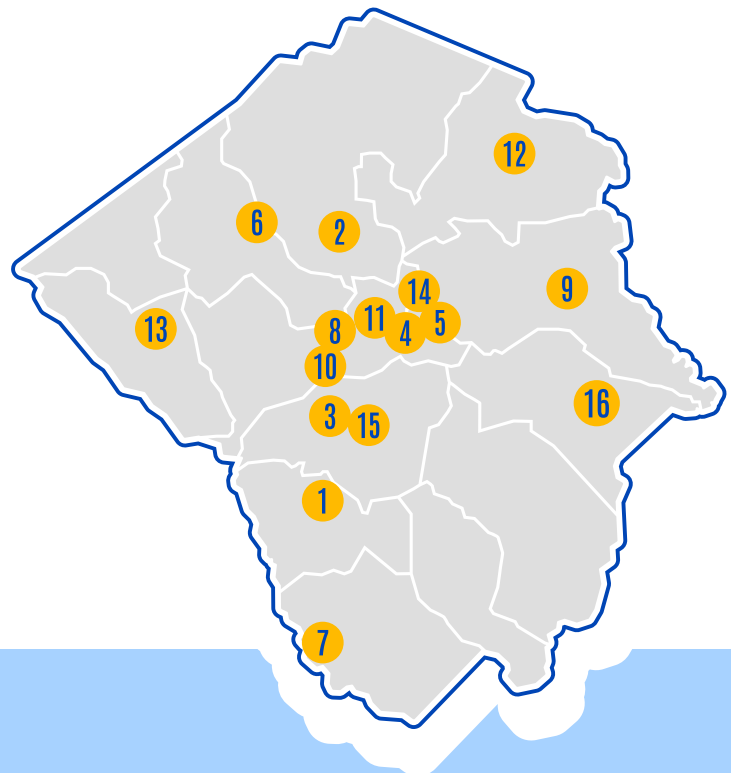
Improved in  
math

**49.9%**

Reached  
proficiency in  
literacy or math

Student academic outcomes reflect strong and consistent growth. In ELISS, 100% of students improved in literacy and 93% in math, with 56.8% reaching grade-level proficiency. The 21st CCLC afterschool program produced similarly strong results, with 99% of students improving in literacy, 97.8% in math, and nearly half (49.9%) achieving proficiency.

These results highlight the effectiveness of EGSSA's focused academic interventions in accelerating learning, closing gaps, and helping students build a strong foundation for future success.





# NC 2-1-1 OVERVIEW

Provided by the United Way of North Carolina, NC 2-1-1 is a statewide information and referral system, designed to make it quick and easy for anyone to find help when they need it the most. This overview is a helpful snapshot of how 2-1-1 continues to serve your community and where needs are evolving.

## 4,773

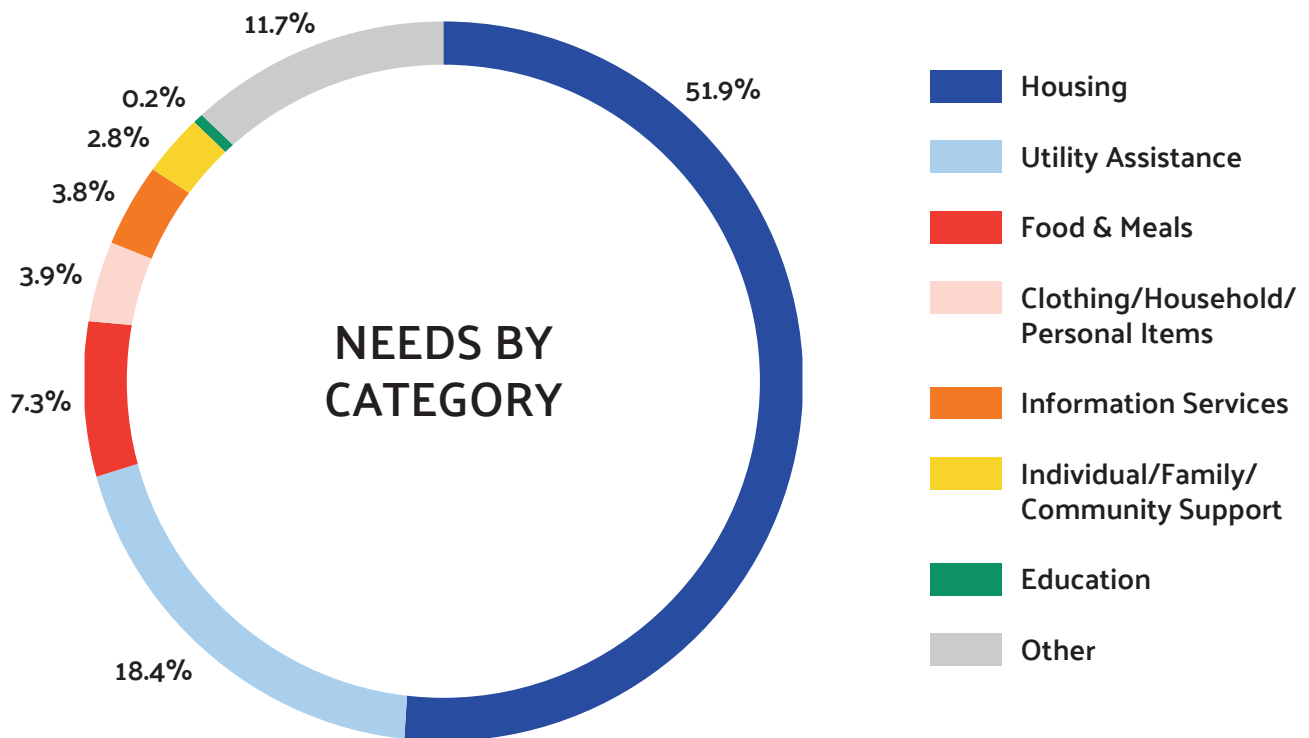
Handled calls

## 163

Verified agencies

## 6,856

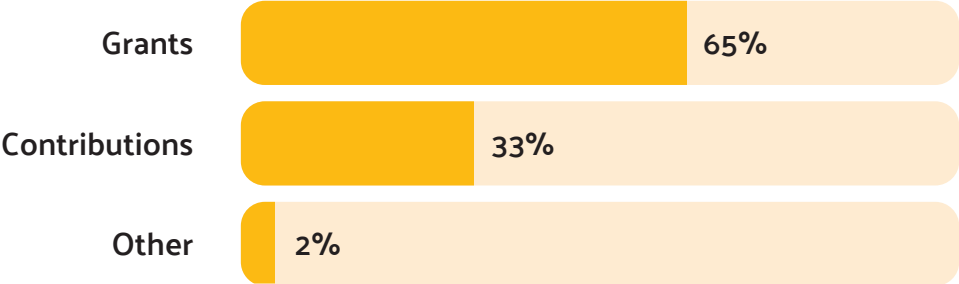
Recognized needs



\*From July 1, 2024 to June 30, 2025\*

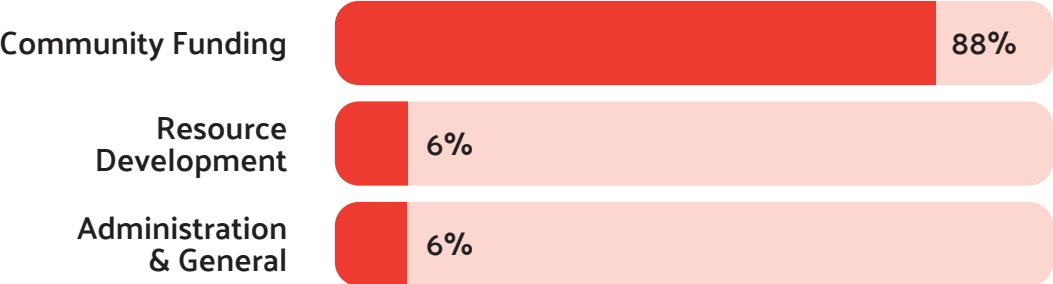
# REVENUE SOURCES

Our revenue is driven primarily by grants (65%) and contributions from generous donors (33%), with an additional 2% from other sources.



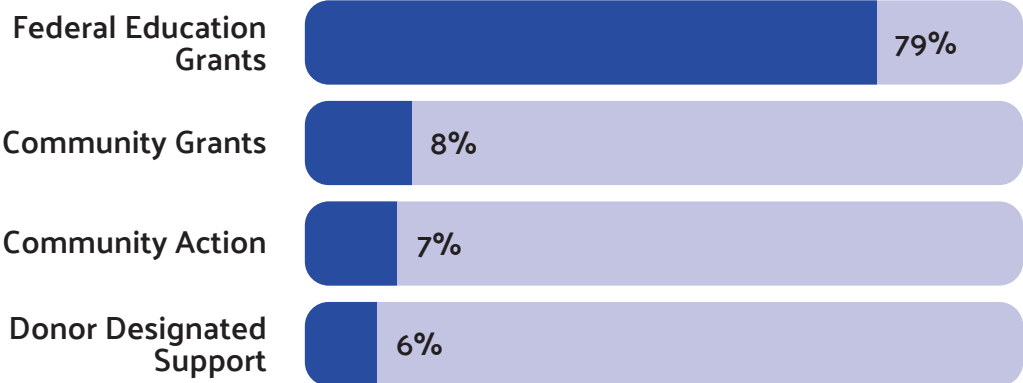
# EXPENSE SOURCES

We remain committed to directing the vast majority of our funding back into the community. This year, 88% of expenses supported community programs and initiatives, while 6% supported resource development and 6% covered administration and general operations.



# ALLOCATION SOURCES

Our allocation strategy reflects our mission to mobilize resources and leadership to build a stronger community.





# STRATEGY & CAMPAIGN PARTNERS

## Strategic Partners

- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| Catholic Charities                    | NC 2-1-1                             |
| Center for Family Violence Prevention | Martin-Pitt Partnership for Children |
| Churches Outreach Network             | Nurse Family Partnership             |
| Community Crossroads Center           | Parents for Public Schools           |
| Council on Aging                      | Pitt County Health Department        |
| Early Grades Student Success Academy  | Pitt County Partnership for Progress |
| ECU Health                            | Pitt County Schools                  |
| Emergency Food & Shelter Program      | REAL Crisis                          |
| Last Resort                           | The Salvation Army                   |

## Campaign Partners

- |                                |                                   |
|--------------------------------|-----------------------------------|
| Add Vie                        | NC Biotechnology                  |
| Atrium Health                  | Online Information Services       |
| Boneyard Harley-Davidson       | O'Reilly Auto Parts               |
| Bridgestone/Firestone          | Pitt Community College            |
| Brown and Wood Jeep GMC        | PNC Financial Services Group      |
| Carolina Quality Air           | Purdue Pharmaceuticals            |
| Caterpillar                    | Raymond James                     |
| Cummins Rocky Mt. Engine Plant | Regional Acceptance Corp.         |
| Dogwood State Bank             | Service Roofing & Sheet Metal Co. |
| Duke Energy                    | Southern Bank                     |
| Enterprise Rent-A-Car          | Spirit Aerosystems                |
| Eli Lilly                      | State Employees Combined Campaign |
| FedEx                          | Target                            |
| First National Bank            | Thermo Fisher                     |
| Harris Teeter                  | Town of Ayden                     |
| IBM                            | Town of Winterville               |
| Illinois Tool Works            | Transamerica Network              |
| JC Penney                      | Truist Bank                       |
| Manpower                       | United Bank                       |
| Minges Bottling Group, Inc.    | UPS                               |
| Mohawk Industries              | Walmart                           |
| Monro Muffler Brake & Service  | Ward & Smith                      |
| Nationwide Insurance           | Wells Fargo                       |

## Top 10 Campaigns

