

## More about our People and our Purpose

United Way of Gaston County has two departments that work in and serve our community; Community Resources and Planning and Resource Development and Marketing. Last week, I shared with you information on our Governance and Oversight and our Finance and Administration departments. All of these areas work together to guarantee we have a positive impact on Gaston County and that our internal workings are structured in an efficient manner. I have a passion for community work and I count it an honor and a privilege to be back in Gaston County to serve this great community.

Led by Carolyn Moore, Director of Community Resources and Planning, this department is responsible for integrating internal activities with community resources and services and promoting volunteerism. Carolyn is responsible for managing our information and referral line 2-1-1, which includes linking and maintaining data on the website, so that the operators will have our current community information. This area is also charged with educating and helping influence elected officials and legislators on public policy matters affecting the Health & Human Service Sector. Community Resources and Planning coordinates our annual Make-a-Difference Day and assists in the recruitment, training, promotion and retention of other community volunteers. Carolyn also sits on the Emergency Management Council and is collaborating with various community partners in developing a Disaster plan that will act as a guide for our community to ensure functioning during and after a natural disaster. Carolyn worked, under the leadership of Karen Bowman, on our most recent Community Impact and Investment process. Formerly known as the Allocation process, Impact and Investment is crucial as community volunteers are trained and led through the process of distributing your investments to our Partner agencies' programs.

The Resource Development and Marketing department plans, directs and organizes the fund-raising efforts and oversees all aspects of our organization's marketing to enhance image and relationships with community investors. Currently, yours truly is serving as the interim director for this department and we are comprised of two staff members. Resource Development is responsible for the recruiting, training and management of volunteers for the Annual Community-wide Campaign. Campaign volunteers include the Campaign chair(s), cabinet members, loaned executives, speaker's bureau and employee campaign coordinators. We provide staff and volunteer leaders with direction to ensure the quality, continuity, recruitment, and motivation of effective community leadership. We have oversight of all external communication materials, media and public relations, events and helping secure marketing/promotional resources for annual campaign and other organizational activities. Managing our website, e-Newsletters, Facebook and MySpace pages are also our responsibility as is working closely with our IT department to maintain the accuracy of our donor software. We along with our President, continue to enhance and promote United

Way of Gaston County's visibility in the community and to build relationships with our partners, investors and volunteers.

There you have it, a brief overview of how your United Way of Gaston County is structured and a listing of the work that we do. Our main priority is to unite our community to help and care for one another by encouraging everyone to LIVE UNITED! Living United is more than a tagline or slogan, it is a belief that if we all work together to advance the common good by giving, advocating and volunteering, we can make lasting changes that prevent problems from happening in the first place. We invite you to be a part of this change in Gaston County. Together, united, we can inspire hope and create opportunities for a better tomorrow. For more information, please visit our website at [www.unitedwaygaston.org](http://www.unitedwaygaston.org) and please feel free to contact us at anytime with questions, concerns or comments – we welcome your feedback!