

# CABARRUS COUNTY IS UNITED

United Way  
OF GREATER CHARLOTTE

## UNITED WAY'S STRATEGIC APPROACH IN CABARRUS COUNTY

No one knows Cabarrus County like its local community members. That's why a diverse group of Cabarrus County citizens joined together to identify the areas where United Way funding could make the greatest impact. Together, our mission is to strengthen the overall health and mental well-being of Cabarrus County citizens, focusing our efforts on the mental wellness of the community.

## A FOCUS ON MENTAL WELLNESS

Through a collaboration between mental health professionals and community organizations, the following efforts are being made:



### REDUCE STIGMA

Through community outreach and the promotion of mental health services, we will reduce stigma and normalize mental wellness efforts.



### CRISIS PREPARATION

Equipping community members with the skills needed to identify and assist those dealing with a mental health crisis is vital when living in a stressful environment.



### PROVIDE RESOURCES

By providing mental health resources, our community members will have access to proper care and treatment for their psychological well-being. Our audiences include parents, educators, religious leaders, human resource professionals, neighborhood leaders, law enforcement and emergency medical professionals.



**People who are struggling with mental health – it's common – about one in four American adults will experience some mental health crisis in their lifetime. With youth, those numbers are a little bit more; about 30% to 35% of youth are struggling with a mental health condition, diagnosed or undiagnosed. We don't talk about it enough.**

–Kevin Markle, Director of Education and Advocacy,  
Mental Health America of Central Carolinas



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## \$337,800 TOTAL INVESTMENT IN THE COMMUNITY

## KEY OUTCOMES AGENCIES ARE WORKING TOWARDS:

Based on the Social Determinants of Health

### **Big Brothers Big Sisters of Central Carolinas**

Youth Mentorship  
Mental Health  
Prosocial Behavioral Skills

### **El Puente Hispano**

Empowerment and Advocacy  
Mental Health

### **Girl Scouts, Hornets' Nest Council**

Empowerment and Advocacy  
Mental Health  
College and Career Exploration

### **Mental Health America of Central Carolinas**

Healthcare Access  
Mental Health Literacy

### **The S.T.U.D.I.O.**

Mental Health  
Academic Success  
Caregiver Education

## WAYS TO GET INVOLVED

Behind all our work, there are people like you who get involved to ensure a better future for our families and neighbors. By generously offering time, funds and or support, you can change lives and build stronger communities.



### **GIVE**

When you give to United Way, you are investing in local organizations committed to building stronger communities.



### **ADVOCATE**

By sharing resources or ideas through community groups, social media and more, you create ripples of good in the community.



### **VOLUNTEER**

Through skill-based and corporate volunteer opportunities, you can directly serve your community.



### **START A WORKPLACE CAMPAIGN**

Workplace campaigns are a fun way to connect your coworkers to community efforts and create long-term change.

To learn more, contact Raijene Walker, Regional Director serving Cabarrus County, at [rwalker@unitedwaygreaterclt.org](mailto:rwalker@unitedwaygreaterclt.org)

**GET INVOLVED** [unitedwaygreaterclt.org/cabarrus-county](https://unitedwaygreaterclt.org/cabarrus-county) **STAY CONNECTED**   [@unitedwaygreaterclt](https://www.facebook.com/unitedwaygreaterclt)