

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



CABARRUS COUNTY IS UNITED United Way OF GREATER CHARLOTTE



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

Boys & Girls Club of Cabarrus County

Academic Success
Social and Emotional Well-Being
Character and Leadership Development

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

Mental Health Access
Adult Social Isolation
Parent and Caregiver Support

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

Mental Health
Academic Success
Caregiver Education

\$337,800 TOTAL INVESTMENT IN THE COMMUNITY



\$25,000 STRATEGIC INVESTMENT

NAMI Cabarrus
The Big E Life Changers

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 Willmarie Austin, waustin@unitedwaygreaterclt.org

GET INVOLVED unitedwaygreaterclt.org/cabarrus-county **STAY CONNECTED**   @unitedwaygreaterclt