



THE HARRELSON
CENTER

2022

ANNUAL

REPORT

INTERPERSONAL
violence



DISABILITIES
& special needs



HEALTH
& wellness



EMERGENCY
response

HOUSING
stability



CAREER
development



EQUITY
& access



FAMILY
support

FOOD
security



CONFLICT
resolution

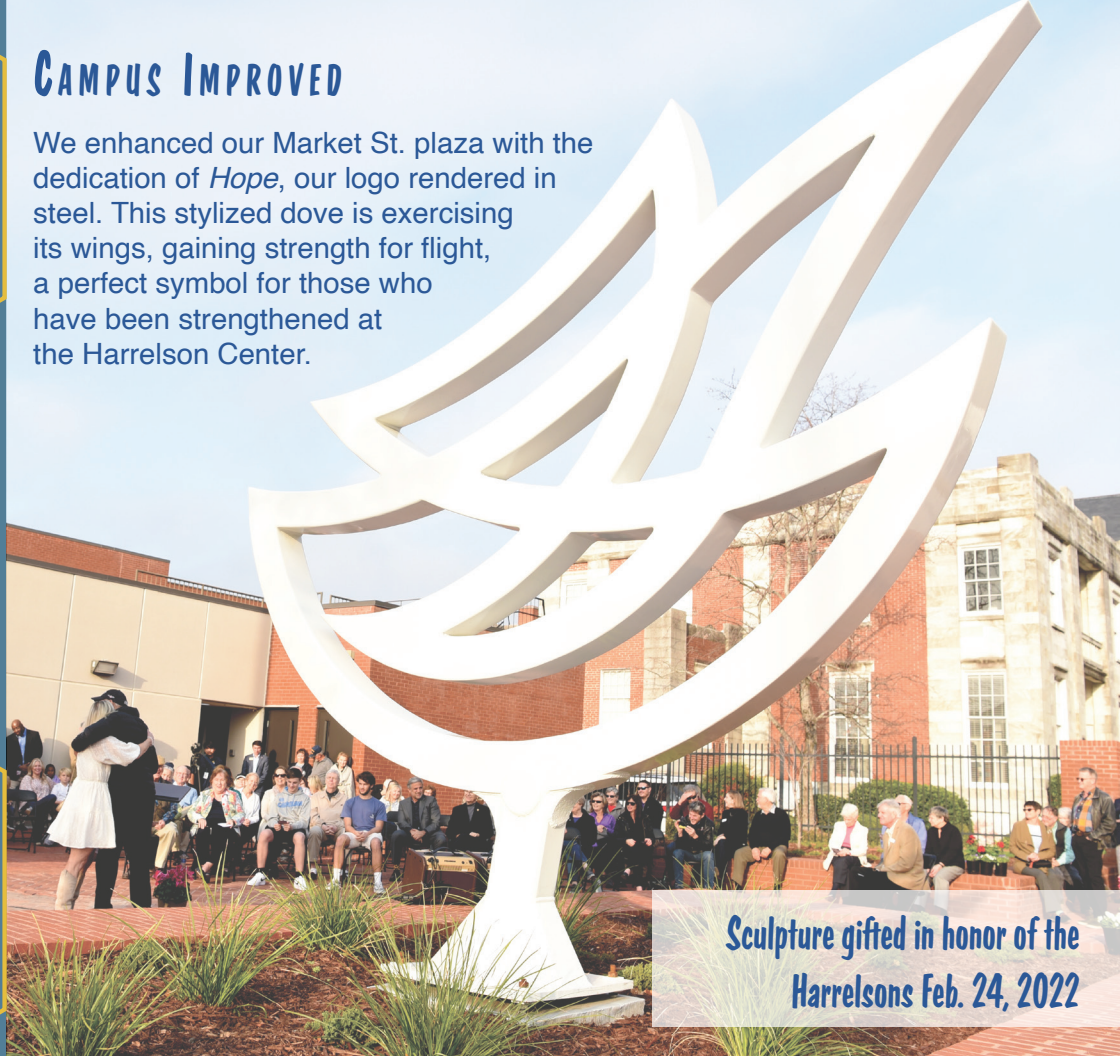
YOUTH
enrichment

Our Mission

To provide a humanitarian services campus of nonprofit organizations that offer *HOPE*, *OPPORTUNITY* and *EMPOWERMENT*.

Campus Improved

We enhanced our Market St. plaza with the dedication of *Hope*, our logo rendered in steel. This stylized dove is exercising its wings, gaining strength for flight, a perfect symbol for those who have been strengthened at the Harrelson Center.



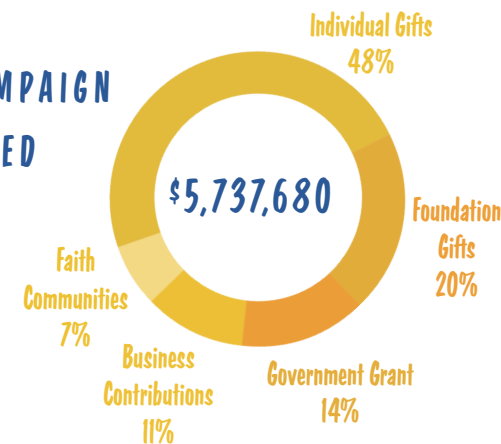
Sculpture gifted in honor of the Harrelsons Feb. 24, 2022



Capital Campaign Completed

We completed our capital campaign with the launch of “Our Last Million to Honor the First.” The first million, from Bobby Harrelson, honored his late wife Jo Ann Carter Harrelson. The last million honored Bobby Harrelson’s impact on our larger community.

The first phase of Unlock Hope, our capital campaign, was completed in 2016, raising \$2.2M. The second phase kicked off in 2019 and was completed in 2021, having raised \$2.6M. The last million was successfully raised in 2022 for a total campaign of \$5.7M.



HOPE

NORTH CAROLINA
COMMUNITY FOUNDATION



Endowment Created

Our Honorary Board generously established the Harrelson Center Endowment with the North Carolina Community Foundation. This endowment ensures the continuation of our mission and the stability of our campus for nonprofit organizations and those they serve.

\$27,792

INITIAL ENDOWMENT
INVESTMENT

Our Vision

To be a welcoming space for a collaborative and spiritual environment, robust with idea sharing and opportunities for synergy and powerful service delivery, where people can easily navigate resources, referrals and direct services.

New Services

We welcomed Legal Aid of North Carolina's Second Chance Initiative as a partner, bringing an essential service, criminal expungement and license restoration, to our campus.

Campus Expansion

With the capital campaign complete, we began interior renovations in the Vicki Dull Annex to make room for up to eight new or expanding partners.

Legal Aid of NC and Foster Pantry signed our first leases for new space in the Vicki Dull Annex upon its projected completion in Summer 2023.

Benefits of Partnership

- » Private office or suite at below-market rates
- » Use of Plaza on Princess
- » Marketing, promotion & public relations support
- » Community outreach & on-campus tours
- » Fundraising support & annual collaborative fundraiser
- » Shared conference rooms and courtyard
- » Volunteer & donor recruitment connections
- » Priority referrals to Help Hub & Community Navigator
- » Welcome Center with staff reception and mail delivery
- » Weekly yoga

**7 New Partners
& Associate Partners**



OPPORTUNITY

PLAZA
on Princess

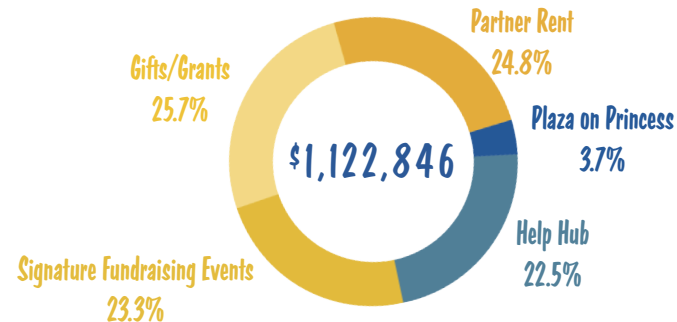
\$40,000
TOTAL
REVENUE

50
PAID
EVENTS

PLAZA ON PRINCESS

Our special event venue is available to Partners, Associate Partners and the broader nonprofit community for fundraisers, trainings, donor events and meetings. By welcoming paid events, we offer our Partners and Associates complimentary use and provide a nonprofit venue for community collaboration and solutions.

TOTAL OPERATING INCOME



2022 BALANCE SHEET

» Cash Assets:	\$2,210,553.11
» Fixed Assets:	\$3,804,805.42
» Net Assets:	\$5,888,068.00



HELP HUB EXPANDS SCOPE...

Harrelson Center was identified as a Human Service Organization and joined collaboration of 60 other organizations in Southeastern NC to launch Medicaid's Healthy Opportunities Pilot. The Help Hub's role: to secure housing, as a social determinant of health, for high-risk patients.

...AND SERVICES

1,600
HOUSEHOLDS
FUNDED IN 2022

1,200
PREVIOUS
YEARLY AVG.

\$300,400
TOTAL INVESTED
IN NEIGHBORS

\$187
AVG. PER
HOUSEHOLD



EMPOWERMENT

Our Community Impact

The Harrelson Center helped us gain more exposure and we enjoyed the downtown location and the proximity to so many churches and partner organizations. The HC was our first real home and allowed us the room and opportunity to grow into the organization we are today. While we have moved off the campus into a bigger space, we still enjoy the connections and benefits that come with still staying on as an Associate Partner.

-Louise Hicks, Executive Director
Communities in Schools of Cape Fear



In 2019, we had a staff of three and were serving maybe 150 individuals. Three years later, after moving to the Harrelson Center, we have a staff of 18 and are serving some 1500 people. Moving to the Harrelson Center has been the huge stepping stone we needed to increase our impact on the community and really do right by our clients.

-Genna Wirth, Executive Director
Voyage (Blue Ribbon Commission on the Prevention of Youth Violence)

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WILMINGTON'S CAMPUS OF NONPROFITS

20
PARTNERS

22
ASSOCIATE
PARTNERS

26
HELP HUB
MEMBER CHURCHES
& ORGANIZATIONS