

# 2021 Annual Report



THE HARRELSON  
CENTER



Where common goodness builds community greatness

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# Our Mission

To provide a humanitarian services campus of nonprofit organizations that offer hope, opportunity and empowerment

## A Campus for Nonprofits and the People They Serve

The Harrelson Center sits in a unique position: serving as a nexus between humanitarian nonprofits and the citizens we serve. Together, we have created a campus where organizations capitalize on each other's strengths, while delivering resources that restore well-being to neighbors facing instability and crisis.

While always envisioned as a place where nonprofit services would be, we really flexed our collaborative muscles in the wake of Hurricane Florence. The response required for that regional crisis enhanced our ability to build referral networks, establish service protocols, reduce duplication of services, and coordinate delivery of volunteers, materials, and supporting services – all essential as we would navigate the next crisis, the COVID pandemic.

Such collaborative energy has important day-to-day impact. When clients working with one nonprofit exhibit challenges better met by another, these are quickly addressed with a warm introduction down the hall. This allows all partner organizations to stay on mission, while still meeting clients additional underlying and chronic needs and challenges.

Ultimately, it's one thing to read and talk about, but another to witness. Every day, the center is alive with hope, compassion, relief and resilience.

We achieved every kind of growth in 2021: our number of partners increased, our campus doubled in size, our fundraising exceeded goals, and nonprofit partners reached and achieved measures of greater impact.

We are grateful to our community of organizations, volunteers and donors who support this essential and safe place for all. We are a role model for other communities and have much more to do that is within our reality and vision. Mostly, we are humbled to meet our neighbors who trust us with their story and their lives.

**Meade Van Pelt**  
Executive Director





# 2021

## Highlights



We completed the renovation of the former jail cell tower doubling our campus potential from 30,000 to 60,000 sq ft.



We opened Plaza On Princess, bringing a sparkling new event venue to downtown Wilmington and to our non-profit community



We doubled our nurse care team in the Help Hub to better address the social determinants of health



We welcomed 5 new Partners and 6 new Associate Partners, bringing our collaborative campus to a total of 36 partners



Each of our fundraisers exceeded stated goals



## A Brief History of the Jo Ann Carter Harrelson Center



Prior to 2005, the Harrelson Center campus served as the New Hanover County Law Enforcement Center. When the county built a new facility, next door neighbor First Baptist Church saw an opportunity to shift the property from a jail to a center for missions and nonprofit organizations.

With inspired imagination and a generous contribution from church member Bobby Harrelson, the building was purchased and named in memory of his late wife, Jo Ann Carter Harrelson. The Harrelson Center has been an independent 501c3 nonprofit since 2008 and has evolved into a collaborative, inspired campus.

# SYNERGY FOR SOCIAL GOOD



Today's critical social issues are being addressed by Partners, Associate Partners, and Harrelson Center Initiatives

## 2021 Partners

Partners | Associate Partners | Initiatives

### Career Development

Kairos Center  
Philippians 3 Ministry  
StepUp Wilmington  
Voyage  
Cape Fear Collective

### Conflict Resolution

Communities in Schools of  
Cape Fear  
Soaring as Eagles  
Vantage Pointe  
Community Counseling  
Center

### Disability and Special Needs

Coastal BUDS  
Family Support Network  
GHA Autism Supports  
Child Development Center  
disAbility Resource Network  
Theatre for All

### Emergency Response

Catholic Charities  
Rescue Mission  
Salvation Army  
United Way  
Help Hub

### Equity and Access

Catholic Charities  
Narrative Arts  
Soaring as Eagles  
Vantage Point  
Better is Possible  
Cape Fear Latinos  
Cape Fear Collective  
Caridad

### Family Support

Foster Pantry  
Family Promise  
Restored Souls Foundation  
Soaring as Eagles  
Caridad

### Food Security

Catholic Charities  
Feast Down East  
Salvation Army

### Health and Wellness

Peer Recovery Resources  
Cape Fear Collective  
Community Care of the Lower  
Community Counseling  
Center  
Turning the Wheel  
United Way  
Help Hub

### Housing Stability

Catholic Charities  
Family Promise  
Cape Fear Collective  
Cape Fear Habitat for Humanity  
Eden Village  
United Way  
Help Hub

### Interpersonal Violence

Operation Pretty Things  
A Safe Place  
United Way



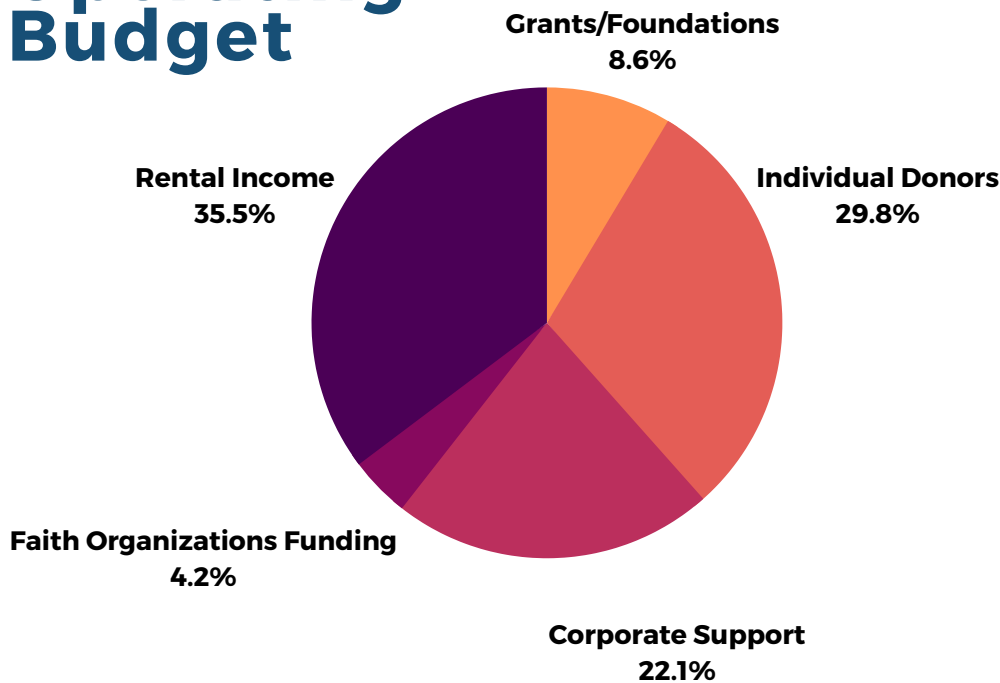
HARRELSON  
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### Youth Enrichment

A Bike for Every Child  
Communities In Schools  
Soaring As Eagles  
Vantage Pointe  
Voyage  
Young Scientist Academy  
Better is Possible  
Be the Light Youth  
JUSTUS



# 2021 Annual Operating Budget



**Total Operating Income: \$683,622**

## Partnership in Action

"Foster Pantry moved on campus in May 2021 after joining the Harrelson Center initially as an Associate Partner in 2019. Since arriving, our vision has become reality. The Harrelson Center has provided us with affordable rent, a safe and comfortable space to host volunteers, board meetings and support groups, and a wonderful event space to host larger events.

Our incoming donations used to be 70% used items. Now, perhaps due to our improved stature, our incoming donations are 80% new! But the Partner benefit with the greatest impact to us and our families is being within arm's reach of so many other amazing nonprofits and the Harrelson Center team. Having these additional resources in the same building for our families, as well as having the support of the Harrelson Center staff allows us to continue to ease the transitions of our local foster children."

Stacy Pullen  
Executive Director, The Foster Pantry

## Partner Benefits

Private office or suite priced well below market rate includes utilities, shared conference rooms and common areas, secured parking and support staff to assist with reception and guidance, technology, security and mail, custodial services and assistance as needed

Marketing, public relations, promotion, and community outreach includes tours, monthly e-newsletters, daily social media posts, bi-annual print newsletters, brochures and marketing collateral to share partner work and impact; outreach with community to inform public of all partners and their missions

Fundraising support, volunteer and donor recruitment and connections, assistance in grant writing and non-profit continuing education

Priority client referrals to Help Hub for assistance with housing, utilities, transportation and unmet healthcare needs and client navigation to programs and additional resources



## Help Hub Services

- Emergency financial assistance
- Referrals to partners and community resources
- Nurse care management

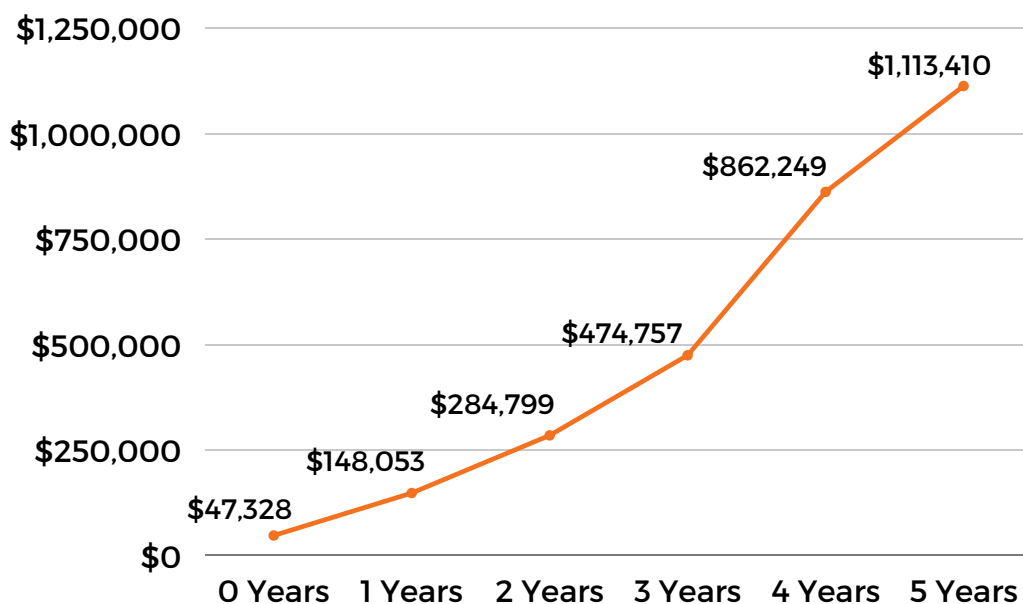
### Our Front Door, Side Door and Back Door to Community Stability

The Help Hub was founded in 2015 when First Baptist Church, First Presbyterian Church and St. James Parish merged their benevolence and volunteer resources at the Harrelson Center. Pledging multi-year financial support, they seized the opportunity to provide a better solution and investment in our neighbors.

Today, 27 funding lead partners are following their example, including family foundations, honorary and memorial gifts, supporting grants, faith, community and business organizations sustain and grow this essential outreach and access.

### Help Hub Total Donations

By January 2021, just over five years since the Help Hub opened, we reinvested over \$1M in financial contributions directly into our local economy to keep people safely housed.



*Be an opener of doors. -Ralph Waldo Emerson*



# Addressing Unmet Healthcare Concerns

In 2021, 312 or 28% of Help Hub visitors requested a referral to our Health Care Navigator for vital prescriptions, medical equipment, vision and dental care, as well as assistance in navigating our complex healthcare system.

This collaborative relationship with Community Care of the Lower Cape Fear has enhanced access to health care resources while also addressing emergency financial concerns. Live Oak Bank and the Ministering Circle are financially committed to this partnership to ensure health and well-being for every resident in our community.

These efforts by the Help Hub to bridge the health-care gap between providers and human service organizations earned The Harrelson Center's participation in a statewide program to test evidence-based, non-medical interventions. The Healthy Opportunities Pilot was awarded in the fall of 2021 to reduce barriers to health including food insecurity, housing issues, access to transportation, and interpersonal safety concerns.

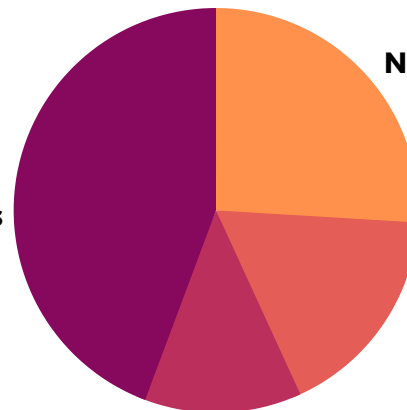
This engagement works toward the Help Hub's critical success strategy to develop relationships and broaden resources to address the social determinants of health.



CCLCF's  
Dania, LPN, CCL and  
Beth, MSN, BSN, RN-BC, CCM,  
Help Hub Health Navigators

## 2021 Help Hub Funding Donors:

Faith Organizations  
44.3%



Nonprofit/Foundation  
26%

Individual  
17.2%

Business  
12.5%

\$263,202 in emergency assistance for 1,106 families at an average of \$238 per household

48% Housing- \$125,502

41% Utilities- \$107,216

6% Transportation- \$16,310

5% Medical & other- \$14,174







410 Princess Street  
Wilmington, NC 28401

On August 10, 2021, we had a ribbon cutting for the opening of the Vicki Dull Annex and the Plaza on Princess, our new event venue located on the northeast side of the Harrelson Center campus.

Our first event, the NHC Diversity, Equity, and Inclusion Gala was held 10 days later. Sheriff McMahon presented an award in amazement that we were gathered on former first floor of the NHC jail tower. This was a year of transformation, made possible through our Unlock Hope capital campaign donors.

With over 7000 square feet to accommodate up to 300 guests, in the latter half of 2021, we hosted 10 partner events and rental income was \$12,300.

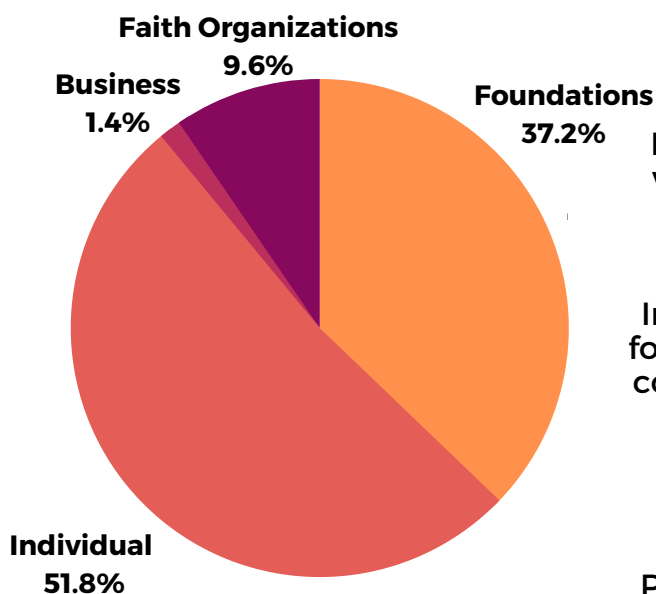
Nonprofits, civic and faith organizations are offered reduced rent. It is a dream come true for Harrelson Center and Partners to welcome clients, volunteers, donors, each other, and the larger community to campus. The vision and impact continues to grow.





# Unlock Hope Capital Campaign

## \$522,767 Donated Toward 2021 Construction



The Jo Ann Carter Harrelson Center Board of Directors initiated the \$5M Unlock Hope capital campaign to transform the center's 60,000 sq ft to a campus for humanitarian nonprofits.

Initially, the Sheriff's department offices and parking deck were used for nonprofit offices and services. The larger jail tower and inmate congregation areas, however, created barriers to the Center's growth and expansion.

In 2015, the first phase of upfit began, creating office suites for partners, conference rooms, the Help Hub, and essential common areas. In 2019, with the main building at capacity, Phase II of renovations began, focused on the three-story jail tower.

In late 2020, a construction loan was initiated, and by the end of 2021, construction was completed. Plaza on Princess was opened for events and suites in the new Vicki Dull Annex were prepared for new nonprofit partnerships. The Unlock Hope campaign continued into 2022 with less than \$1M remaining of the initial \$5M goal.

## From the Lock-Up to Unlocking Hope

**1978:** New Hanover County Law Enforcement Center is built

**2005:** First Baptist Church, with member Bobby Harrelson pledging \$1M, purchases building for non-profit organizations and humanitarian missions

**2007:** Initial renovations are made and non-profit partners begin moving in

**2008:** Jo Ann Carter Harrelson Center is incorporated as 501(c)3

**2009:** The Harrelson Center building is dedicated

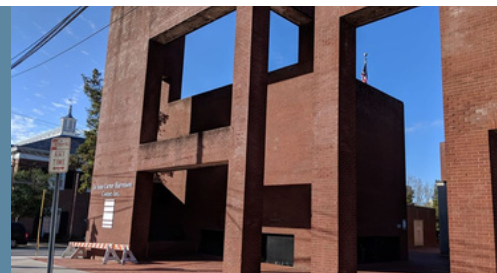
**2015:** First phase of Unlock Hope capital campaign is launched, allowing expansion into a newly renovated 4th floor and Help Hub

**2017:** Unlock Hope Phase 1 campaign goal is met with loan paid well ahead of schedule

**2019:** The Harrelson Center reaches full capacity; interior demolition of jail cells begins for further campus expansion

**2020:** Demolition and renovation of Market St courtyard walls and interior reconstruction of jail tower proceeds. South State Bank extends a loan to sustain construction momentum

**2021:** Vicki Dull Annex opens in August with Plaza on Princess and two floors for non-profit partner suites



# 3 Signature Events Support our Operations!



## THE HARRELSON CENTER 8TH ANNUAL **A DAY IN THE Country**



**COLDWELL  
BANKER  
COMMERCIAL**



**COLDWELL BANKER**  
SEA COAST  
ADVANTAGE

SUN COAST PARTNERS

2021 Presenting Sponsors



2021 Presenting Sponsor



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**Bundle Your  
Generosity  
2021**



## Want to know more?

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Attend or Sponsor our events

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