



THE HARRELSON
CENTER

2025 Impact

20 Years Ago
The Harrelson Center
Founded as a humanitarian
campus of nonprofits



10 Years Ago
Help Hub
Began providing
Emergency Financial
Assistance



5 Years Ago
Healthcare Access
Partnered with Community
Care of Lower Cape Fear
in Help Hub



2025 was a year of celebration, yet not a year of looking back. We anticipated emerging needs, planned for potential crises, and strengthened the stability of our region's nonprofit sector, ensuring resilience and responsiveness well into the future.

Our mission is to **advance**, **connect**, and **empower** an integrated campus of humanitarian nonprofits. By providing infrastructure and advocacy for our partners, we create sustainable opportunities and resources for a healthy, thriving community.

The **\$1.3 Million** Advantage: Annual Savings. Tangible Growth.

When the Harrelson Center was founded 20 years ago, our goal was simple: provide an accessible, affordable campus for nonprofit organizations.

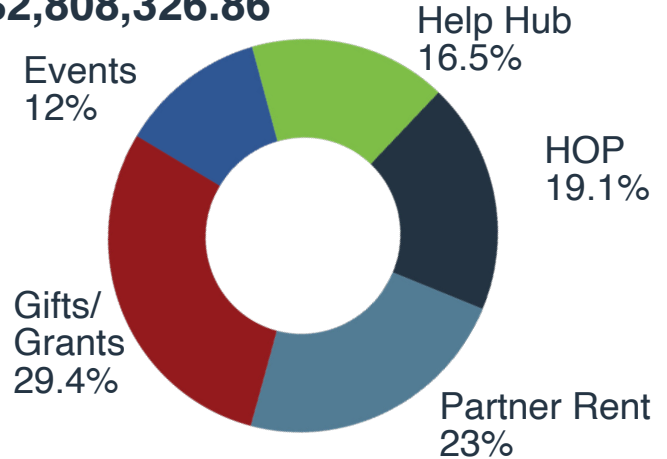
Today, that vision has evolved into a massive economic force. By centralizing resources, we don't just house organizations, we catalyze their impact.

The \$1.3M Breakdown

We delivered direct financial and programmatic impact to our partners.



2025 Operating & Capital Income \$2,808,326.86



Multi-year Grants Awarded

NC Office of State Budget & Management (Capital improvements & salaries) **\$400,000**
Part of 3-year grant ending 6/30/26

NH Community Endowment (Fiscal sponsor for CJC & Annex generator) **\$526,276**
Part of 3-year grant ending 12/31/26

Balance Sheet

Our financials are audited annually by an independent third party.

Cash Assets	\$2,643,031
Fixed Assets	\$5,754,998
Total Assets	\$8,398,029

ROI: Every dollar invested in the Harrelson Center is a direct investment in the 42 organizations that call it home.

Investing in an Integrated Community

Full Capacity. Infinite Collaboration.

We reached full capacity for on-campus suites and welcomed five off-campus Associate Partners.

With 20 Partners on-site and 22 Associate Partners off-campus, the Harrelson Center is the region's most dense concentration of humanitarian expertise.



This isn't just a directory of nonprofits; it's 42 nonprofits working in synergy.

Scope of Support

- Accessibility & Inclusivity
- Career Development
- Childhood & Family Support
- Conflict Resolution
- Crisis Response
- Equity & Access
- Health & Well-being
- Housing Security
- Interpersonal Safety
- Youth Enrichment

Harrelson Center Endowment

Founded by our Honorary Board in 2023 for estate planning & gifts

NORTH CAROLINA
COMMUNITY FOUNDATION



\$70,633

Balance as of 12/31/2025



New Associate Partners



Financial Protection Law Center: Legal support to lower-income residents for housing, finances & equity



Smart Start: Support for NHC families & early educators (children prenatal-5)



StepUp Wilmington: Job training & mentorship



Veterans Memorial Reef: Honoring veterans while protecting our coastline



YMCA SENC: Strengthening community through youth development

6,234
VOLUNTEER HOURS

Hands, hearts & minds that support the mission

Cultivating Capacity

The Harrelson Center became a hub for specialized learning, equipping our neighbors with financial tools and our nonprofit leaders with trauma-informed skills to navigate an increasingly complex landscape.

Empowering our Neighbors

Many in our community live “from paycheck to Monday,” where one unexpected expense can lead to crisis.

We launched *Dollars & Sense* to offer practical guidance on budgeting, credit building, and emergency saving for Help Hub and Partner clients.

With positive response, we will continue offering monthly lunchtime or after-work sessions, providing accessible opportunities to achieve long-term stability.



Dollars & Sense

Are you living paycheck to Monday?

Join us for a lunch-and-learn & take charge of your financial future!

www.harrelsoncenter.org/events

 HARRELSON CENTER

 PLAZA on Princess AT THE HARRELSON CENTER 410 Princess St.

“It’s not just about managing money; it’s about regaining control of your future.”

Strengthening the Nonprofit Sector



REAL IMPACT
doesn't happen in one day

NONPROFITS mean BUSINESS

We launched *Nonprofits Mean Business*, a regional campaign to reframe the nonprofit sector as an essential economic and social engine.

This initiative equips nonprofit executives with the resources and peer community needed to adapt to ongoing funding disruptions while community needs continue to grow.

The Nonprofits Mean Business Shift:

- **Myth:** Funding only the “outcome”
- **Reality:** High-impact outcomes require a well-funded engine
- **Goal:** Trust-based philanthropy that invests in the *how* & the *what*



Pictured: Leaders from moss+ross, HC & NHC Resiliency Task Force

70
ORGANIZATIONS

represented at our 2025 roundtables

Building Leadership and Resilience

A campus is only as strong as the people within it.

The Harrelson Center hosted a robust 2025 calendar of skill-based learning for our nonprofit Partners and the wider community.

Sharpening the Professional Edge

Strategic & Operational Excellence

- Ascend Nonprofit Solutions
- Nonprofit Board Governance
- Fraud Proof Your Purpose
- Volunteer Leadership Lab
- Nonprofit News Roundup

Crisis Response & Safeguarding

- Mental Health First Aid
- QPR Suicide Prevention
- Stewards of Children
- Community Impact Lab

Resilience & Wellbeing

- Leading from Abundance 2.0
- Community Yoga



*Leading from Abundance Certificate
L to R: Christy Aley (HC), J'Vanete Skiba (NHCRTF), Stacy Pullen (Foster Pantry), Meade Van Pelt (HC)*

Unifying Sector Leadership

Beyond formal workshops, our **Biannual Partner Director Meetings** serve as essential peer gatherings. These sessions create a space for expert-led problem solving, fostering a community where no one has to face a challenge alone.



L to R: Layla Perez (Catholic Charities), Haley Griffis (Coastal BUDS), Corey Maarschalk (YMCA)

PLAZA
on Princess

90
Events hosted in 2025!

\$20,000
Revenue

\$44,500
Partner Benefit

Ready for the Crisis

Emergency Financial Assistance

Help Hub provides funds to address the social determinants of health and gathers real-time data about our region's growing housing affordability crisis. 2025 brought an increase in first-time clients.



Preventing displacement with rent & deposit assistance



Ensuring water & utilities for health & safety



Sustaining vital transportation for work & medical care

With the Healthy Opportunity Pilot's (HOP) end on July 1, Help Hub pivoted to add appointments to meet the increased need in our community & provide better access.

1,767
Total Households

\$201
Average per Household

\$354,829
Financial Assistance

HOP Update

279 Medicaid beneficiaries with chronic health conditions were supported at an average of **\$1,029** per family from January until program termination in June.

Fueled by 30 faith groups and foundations & 178 community donors

Housing Navigation

Recognizing that short-term assistance is rarely enough for a family on the brink of homelessness, we launched a **90-day prevention-focused case-management program** in May.

59 NHC families worked with case manager to sustain housing

\$1,378 average per household was used to stabilize **48 homes**

Healthcare Assistance

Grant funding allowed us to continue our partnership and contract with **Community Care of the Lower Cape Fear**.

420 people were connected to:

- Medicaid
- Social services
- Primary care & specialists
- Behavioral health
- Medical equipment & prescriptions
- Educational resources from chronic health conditions
- Programs for smoking cessation & weight loss



Reliable for the Future

In 2025, we fortified our physical and digital infrastructure to ensure that the Harrelson Center remains “always on” for our partners and our neighbors.

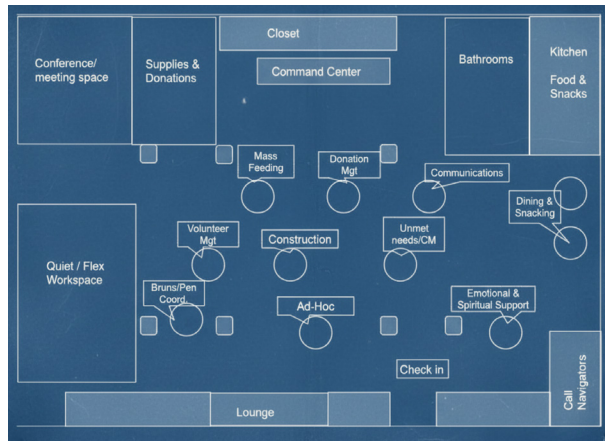
The Power Behind the Disaster Recovery Command Center

In partnership with **New Hanover Disaster Coalition**, **NHC’s Emergency Operations Center**, and **City of Wilmington’s Emergency Management**, the Harrelson Center launched a new response initiative to unify post-disaster coordination among nonprofits and faith-based organizations.

Thanks to a grant from The Endowment, our **new 150kW generator** was installed in July, ensuring that the Vicki Dull Annex will remain fully powered if the grid goes down. **Second responders** will have a centralized hub to deliver aid when the community is most vulnerable.

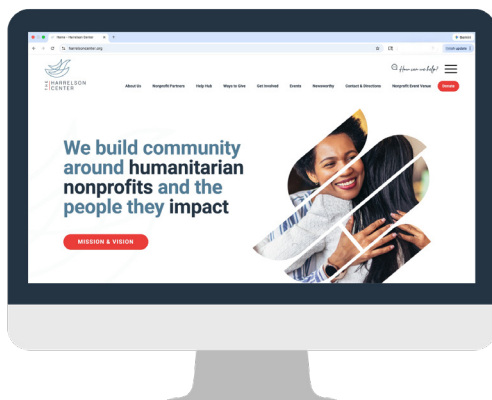


Christy Aley (HC Outreach Coordinator) speaks on ensuring the lessons of past disasters drive a more coordinated, resilient future.



*Always On:
150kW of
certainty*

This operational blueprint maximizes space and flow in Plaza on Princess for real-time sector collaboration.



The Virtual Campus: New Website

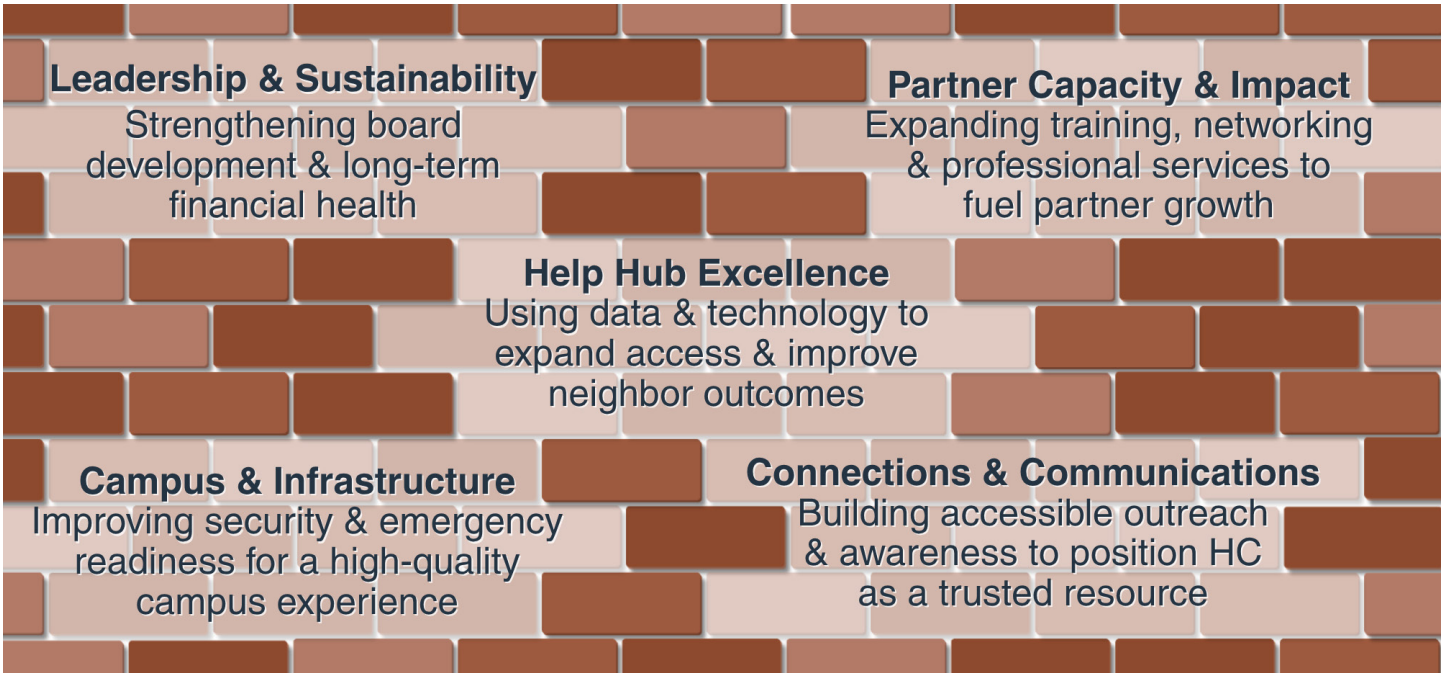
Launched in May, our new digital home is more than a refresh—it is a functional extension of our physical mission, designed to welcome neighbors and empower partners 24/7.

- **Interactive Partner Directory:** Nonprofit Partners searchable by service category
- **The Undercurrent:** Platform for commentary from and about the nonprofit sector
- **Partner Portal:** “Hidden” gateway providing our 42 Partners with internal resources

Solid Ground: The Next Three Years

Just as the bricks of our campus create a sanctuary for service, our new Strategic Plan provides the structural integrity for our region's nonprofit sector.

We are focusing on **five key areas** to ensure the bond between our partners and our community remains unbreakable.



Events with Purpose

Our signature fundraisers provide essential fuel for our daily operations. When you sponsor an event—or bundle your support across all three—you provide the predictable, year-round stability that allows the Harrelson Center and our 40+ partners to remain “Always On” for our neighbors.



**Thursday,
April 23**



**Monday,
September 14**



**Thursday,
November 19**

The Harrelson Center
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910-343-8212 | www.harrelsoncenter.org

Scan to Give

