

NCCAA December 2025 | Empowered Newsletter ❤️



From Sharon Goodson, North Carolina Community Action Association <communications@nccaa.net>
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Community members joined Economic Improvement Council staff for a ribbon-cutting and dedication ceremony for the Dr. Landon B. Mason, Sr. Training Center in Edenton.

EIC Dedicates Dr. Landon B. Mason Training Center





At the request of the **Economic Improvement Council** Board of Directors, community leaders, elected officials, valued partners, devoted family members, and distinguished dignitaries joined EIC staff for a ribbon-cutting and dedication ceremony for the Dr. Landon B. Mason, Sr. Training Center in Edenton. The celebration marked a milestone moment for the agency and a powerful affirmation of the vision and leadership that brought this facility to life.

Located at 760 Virginia Road in Edenton, the center will serve as a hub for staff development, new employee orientations, and community meetings. The state-of-the-art facility features three spacious training rooms, each dedicated to individuals whose

leadership has shaped EICs ongoing success:

- Training Room 1:** Albert Butts III, Past Board President
- Training Room 2:** Robert E. Williams
- Training Room 3:** Dr. William Sawyer, Current Board President

In addition, the Reception Area was dedicated in honor of Past President Roger McCobb, recognizing his longstanding commitment to NCCAA's mission.

The dedication of this new center is more than the opening of a building — it is a vision fulfilled, representing the power of collaboration and the shared belief in what is possible when partners, leaders, and communities work together. As noted during the ceremony, “the success belongs to all of us,” a sentiment underscoring the united pursuit of progress that continues to move Community Action programs forward. Much of this achievement is also a testament to Dr. Mason’s leadership, which guided the project from concept to completion.

Following the ribbon cutting, guests toured the facility, enjoyed hors d’oeuvres, shared warm fellowship, and celebrated a meaningful and memorable afternoon together.

SAVE THE DATE!



NCCAA 2026 Annual Conference in Wilmington!

It's time for conference registration! The North Carolina Community Action Association's 2026 Annual Conference is set for May 19–22, 2026, at the Hotel Ballast Wilmington, Tapestry Collection by Hilton — located at 301 N. Water St., Wilmington, NC.

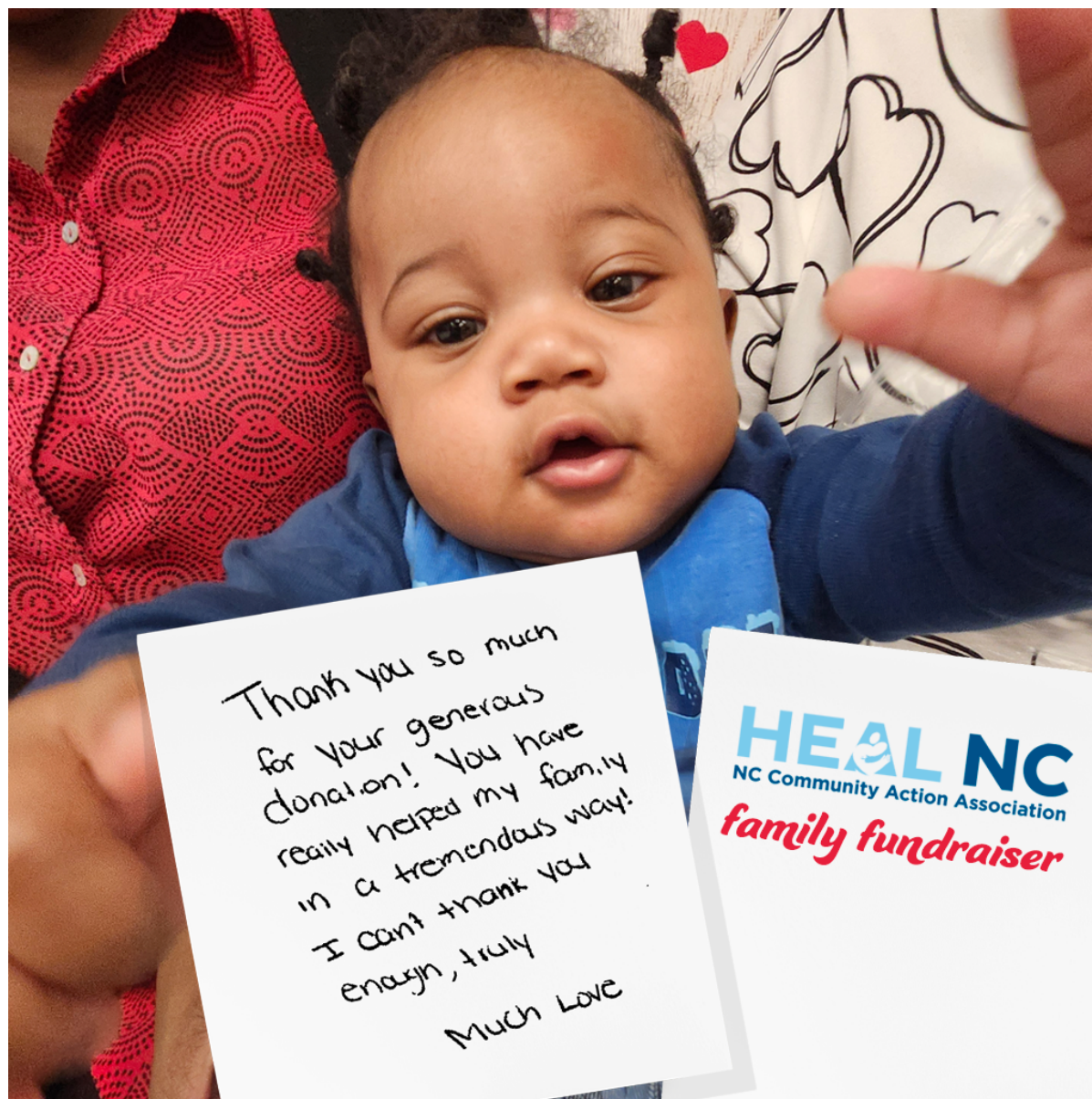
Each spring, Community Action professionals, nonprofit leaders, Head Start and weatherization staff, board members, volunteers, and community partners from across the state come together for inspiring workshops, dynamic speakers, and invaluable networking opportunities. It's a time to learn, connect, and celebrate the impact of Community Action in North Carolina.

Join us for four unforgettable days of growth, collaboration, and coastal fun in beautiful Wilmington!

Registration and Booking Information is here!



A HOLIDAY REQUEST FOR DONATIONS



With rising food prices, delayed SNAP benefits, and many Head Start centers still closed due to the government shutdown, many HEAL NC families are under enormous stress heading into the holidays.

HEAL NC is a lifeline for Head Start families facing financial hardship, mental health and addiction challenges, early trauma, and limited support — stepping in when parents have nowhere else to turn. One HEAL NC family recently shared that their oldest son — a protective big brother — has begun skipping meals so his younger siblings can eat. His parents reassure him, but children feel the stress around them.

NCCAA is asking for donations to support HEAL NC families. Your gift can help ensure families stay fed, warm, and stable this holiday season.

How to Give:

Online: [Click here to donate online](#)

By mail (memo: "HEAL NC"):

North Carolina Community Action Association

4428 Louisburg Road, Suite 101

Raleigh, NC 27616

Questions?

Contact Peg Morrison, HEAL NC Manager: Peg.Morrison@nccaa.net

Wreaths, Wisdom & Warmth: A HEAL NC Event



The November **HEAL NC** Engagement Event welcomed 18 participants and 5 children for an afternoon of connection and creativity, with additional support from **WAGES** staff. Guest speaker **Candra Edwards, MSW, LCSW**, led a powerful discussion on toxic relationships and healthy boundaries, sparking meaningful conversation among attendees.

Participants also created holiday wreaths—symbols of renewal and continuity—and shared a festive lunch featuring ham, turkey, sides, fresh salad, and homemade pies.

It was a warm, reflective, and supportive day for the families we serve.

Learn more about HEAL NC at <https://www.nccaa.net/heal-nc>.

Goodson named BRCA Excellence Shining Star



Pictured with NCCAA Executive Director, Sharon Goodson, center, are NCCAA Board Chair Dr. Landon B. Mason and Blue Ridge Community Action CEO Stephanie Ashley.



Thank you to **Blue Ridge Community Action Inc** for honoring NCCAA Executive Director Sharon Goodson with its inaugural Excellence Shining Star Award.

This new award honors individuals, staff, customers, and partners who exemplify exceptional performance, leadership, and impact — uplifting others through positivity, and demonstrating genuine passion and care for their work and community.

Congratulations, Sharon Goodson, and thank you for all you do!

News from Around The Network

SECOND HARVEST FOOD BANK Southeast North Carolina



Food Bank sees rising need, empty shelves

In Cumberland County, local relief efforts are stepping up to help feed and support neighbors during difficult times. At Second Harvest Food Bank in Fayetteville, staff and volunteers are working tirelessly to meet the growing need.

"There's nothing like seeing a mother come down with a child who is asking you for food, knowing they can't provide for their family," said David Griffin, food bank director at Second Harvest.

Second Harvest Food Bank of Southeast NC is a program of **Action Pathways, Inc.**

Click the video to watch the full news story



Mountain Projects Collects Food for Families



Mountain Projects helped support local families this holiday season by collecting shelf-stable food donations throughout November and participating in the 7th annual Turkey Jam event.

Held on November 20, the Turkey Jam provided food boxes—including a turkey—to anyone in need, with no income documentation required.

Mountain Projects contributed by supplying shelf-stable items collected at our offices and helping ensure families had access to nutritious food during a critical time of year.

Thank you to all donors whose generosity made this support possible. Your kindness helped brighten the holidays for many in our community.

Pictured above, Jamie Meyers holding a Thanksgiving turkey and Christy Mosteller, Mountain Projects HOP Coordinator with a holiday meal box.





Thanks - Giveaway a Big Success



The **Gaston Community Action** Head Start team participated in the 3rd Annual **Kenneth Falls Ministries** Thanks-Giveaway event in Gastonia, NC.

The event was a big success with a large crowd stopping by to collect free items. The event reached families across multiple communities, distributing 600 turkeys, non-perishable food, clothing, household goods, art, and more.

Gail Murray Wins NCCAA Raffle at SECAA Conference



Congratulations to Gail Murray, with **Beaufort-Jasper Economic Opportunity Commission, Inc** (BJEOC) for winning the NCCAA gift card raffle during the **Southeastern Association of Community Action Agencies** conference last month.

Gail is a community support specialist at BJEOC, located in Beaufort, South Carolina.



Client Success Story: Millie of Avery County



Millie, age 88, has lived through two hurricanes and has worked hard to rebuild each time. After losing her home in 2004 during Hurricane Frances, she moved into a used double-wide on her sister's property and made it her home over the years.

In April 2024, she discovered a roof leak. After Hurricane Helene, volunteers placed a tarp over the roof, but she still needed long-term help. **WAMY Community Action's** housing team — Tyler and Amber — helped secure funding and a contractor to replace the roof.

During weatherization, an energy audit revealed disconnected ductwork and furnace issues. WAMY completed repairs, added insulation, air-

sealed the home, and installed a vapor barrier under the house — something Millie had wanted but had never been able to do. When shown the before-and-after photos, Millie said she could hardly believe the change.

Way to go WAMY for making her home safe and comfortable again!



Meet Finance Coach Damiko Faulkner

Charlotte Area Fund's Financial Opportunity Center offers a partnership with a dedicated coach to create a personalized plan for lasting financial freedom.

Through one-on-one guidance, clients gain the tools, support, and resources to increase their income, reduce expenses, and achieve financial wellness.

The Financial Opportunity Center® model combines three powerful services to help you thrive: Financial coaching, employment support, and benefits assistance.

Learn more at <https://www.charlotteareafund.org/financial-opportunity-center/>.



Click to watch Facebook Reel



Feeding Families in Kinston

The week before Thanksgiving, **Greene Lamp Community Action** gave out 400 free hot meals to the community at Southeast Elementary School in Kinston, NC.

Long lines formed before the event began, and everyone received a free hot meal from McCall's BBQ & Seafood. Thank you to the volunteers and everyone who made this event possible!

Learn more about Greene Lamp Community Action at their website: <https://greenelamp.org/>.



Head Start Closures Affect Robeson County



Head Start teacher's assistant Veronica Alexander instructs students on colors and shapes on Thursday Nov. 13, 2025. Photo by Les High / Border Belt Independent

After the recent Government shutdown, several Robeson County families were left scrambling for childcare when three Head Start sites from Southeastern Community Action Partnership were forced to close.

The impact was felt nationwide, with 134 Head Start programs closing and nearly 60,000 low-income children losing access to free child care. In our community, 116 children were enrolled at the three affected centers, yet only 30 were able to transfer to other sites. Many families simply could not travel farther for care, adding strain during an already difficult time.

"We want our kids back," said Ericka Whitaker, executive director of **SCAP**. "We want them to be able to have services."

For more info, check out the story from Border Belt Independent below.

Link to full article



BRCA Staff Gives Back!

The management team at **Blue Ridge Community Action** recently volunteered their time to give back to the community by sorting and hanging coats at the local Yokefellow thrift store.

Their efforts helped ensure that families in need can access affordable clothing to stay warm during the winter season. Thank you to The Local Yokefellow for all they do!



Flores and Jimenez Receive CDA



Macon Program for Progress is celebrating its Head Start teachers Lesli Flores and Dulce Jimenez for obtained their Child Development Association (CDA) credential.

The CDA is a nationally recognized certification in early childhood education that enables early educators to gain valuable skills and experience in the early childhood education field. To obtain a CDA credential applicants complete 120 hours of training, 480 hours of experience, complete a professional portfolio and successfully pass a CDA exam.

Congratulations to Lesli and Dulce in Franklin, NC!



Spectrum Supports Passage Home Workforce Development



Passage Home has received an additional \$20,000 through **Spectrum Charter Community Center Assist (SCCA)**.

This Spectrum funding will support Passage Home's Workforce Development program that provides services to help individuals enter and advance in the workplace through job placement assistance, training, and education. Thank you, Spectrum!



Communications CIVIC Hub

Building a Civic Hub for Community Action Voices

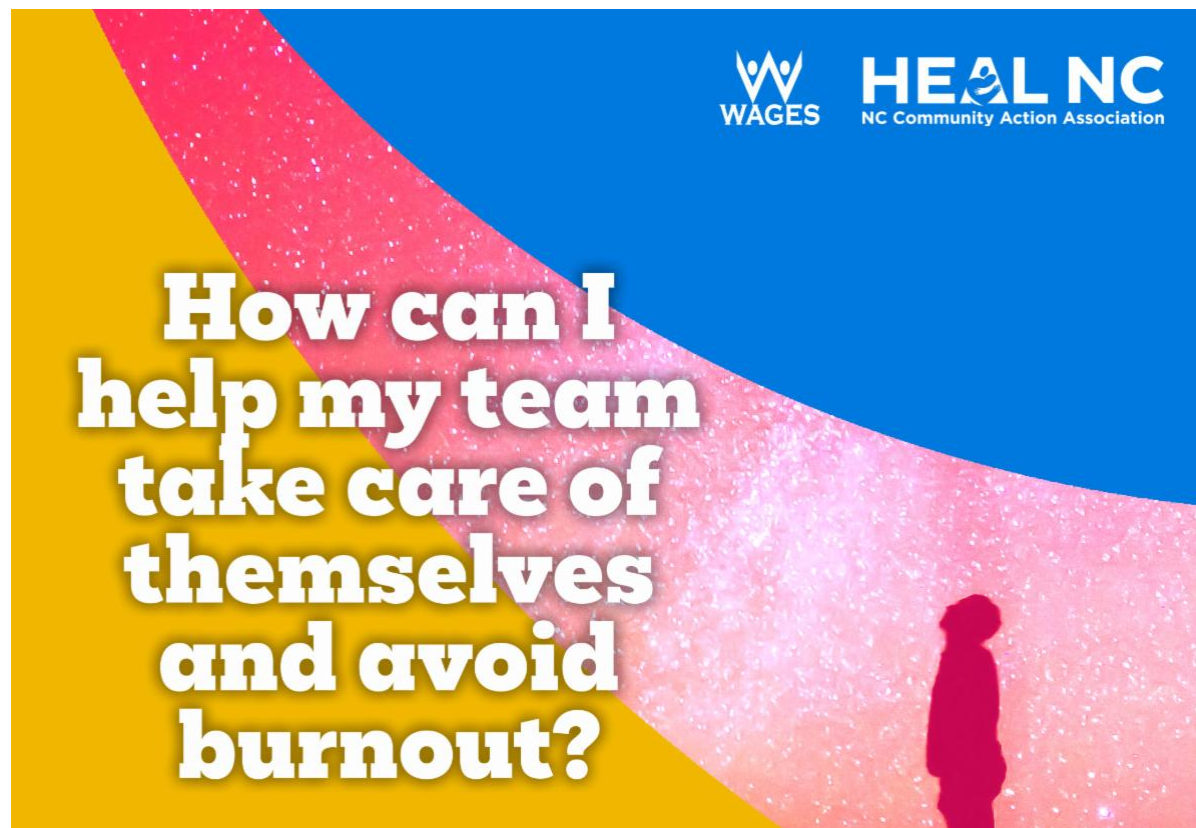
Buris Chalmers Communications is launching an effort to establish a Communications CIVIC Hub along with Community Action agencies and media partners across Western North Carolina—a network of community action practitioners, clients, storytellers, journalists, and community liaisons to amplify local voices and advocate for those who rely on the social safety net.

This effort is funded by **the Industrial Commons** and the **Trust for Civic Life** and will culminate in coordinated content creation for local, regional, and statewide audiences featuring poverty-alleviation and economic mobility work and its importance to a healthy society. The project will strengthen civic partnerships, elevate marginalized voices, and reframe public understanding of poverty with empathy and connection.

Buris Chalmers contracts with the NCCAA, Mountain Projects and Action Pathways agencies to maximize communications and fundraising efforts.

Call Angie Schwab at 828-550-9336 to learn more.

WAGES and HEAL NC Host Workshops to Help Team Members Avoid Burnout



WAGES and HEAL NC are offering workshops in Wayne County based in the Community Resiliency Model (CRM), which teaches participants to re-set the natural balance of the nervous system with easy-to-understand concepts that bring reliable relief. CRM helps people help themselves and others. Beneficial to small teams and the general public, CRM helps navigate life's difficult situations.

More Information

Christina Watts
WAGES Community Engagement Coordinator
Email: cwatts@wagesnc.org
Phone: 919-734-1178 ext. 212

Career Spotlight

Links to Career Pages in the NCCAA Network

(Link goes to home page when career page isn't offered)

Far West

Blue Ridge Community Action, Morganton
Blue Ridge Opportunity Commission Inc., N. Wilkesboro
Catawba County, Hickory
Community Action Opportunities, Asheville
Four Square Community Action, Inc., Murphy
Macon Program for Progress, Franklin
Mountain Projects, Waynesville
WAMY, Watauga, Avery, Mitchell and Yancey Counties

West

Charlotte Area Fund, Inc., Charlotte
Davidson County Community Action, Lexington
Experiments in Self-Reliance, Inc., Winston-Salem
Gaston Community Action, Inc., Gastonia
I-Care, Inc., Statesville
Salisbury-Rowan Community Action, Salisbury
Sandhills Community Action Program, Southern Pines
Union County Community Action, Monroe
Yadkin Co. Economic Development District, Boonville

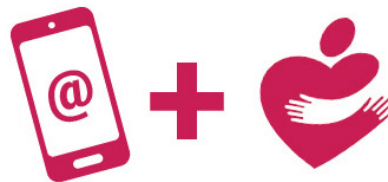
Central

Alamance Co. Community Services Agency, Burlington
Franklin-Vance-Warren Opportunity, Inc., Henderson
Johnston Lee Harnett Community Action, Inc., Smithfield
Passage Home, Raleigh
Southeastern Community Action Partnership, Lumberton
Welfare Reform Liaison Project, Greensboro

East

Action Pathways, Fayetteville
Choanoke Area Development Assoc., Rich Square
Coastal Community Action, Newport
Economic Improvement Council, Edenton
Eastern Carolina Human Services Agency, Jacksonville
Greene Lamp, Inc., Kinston
NEW Community Action, Rocky Mount
Wayne Action Group for Economic Solvency (WAGES), Inc., Goldsboro

Share your community action career opportunities on our web page and have them distributed to 7000+ emails through the NCCAA newsletter! Send your job listings to communications@nccaa.net.



View and download social media rules of thumb for your agency!

Right click on the image to download.



Social Media Tips For NC Community Action Agencies

PHOTO & VIDEO TIPS - STAFF OFTEN STRUGGLE WITH WHAT MAKES A GOOD IMAGE:

- Use natural light when possible
- Get close—faces tell stories
- Always check permissions when photographing clients
- Horizontal for websites, vertical for Reels/TikTok

POSTING FREQUENCY GUIDANCE - HELP STAFF SET REALISTIC EXPECTATIONS:

- 3–5 posts/week on Facebook
- 2–4 posts/week on Instagram
- 1–2 posts/week on LinkedIn
- TikTok as capacity allows

TRACKING WHAT WORKS - ENCOURAGE SIMPLE ANALYTICS HABITS:

- Review monthly which posts got the most engagement
- Look for themes (people, stories, events often win!)
- Adjust content accordingly

CONTENT IDEAS LIST - FUN “WHEN YOU’RE STUCK” BANK:

- Staff spotlights
- Program myths vs. facts
- Community partnerships Thanks
- Behind-the-scenes moments
- Client success stories
- Local events or resource shares
- Community Action Promise

BE AUTHENTIC

Real stories matter. A genuine client testimonial and a strong photo will always outperform a meme. Authentic content builds trust, drives engagement, and impresses donors and funders.

SUPPORT EACH OTHER ONLINE

Liking, commenting and sharing posts from partner agencies helps lift our whole network. These simple interactions strengthen community ties and boost algorithms for everyone.

CHOOSE ADMINS CAREFULLY

Be thoughtful about who has administrative access. Giving control to short-term staff or volunteers without a transition plan can lead to headaches later. Protect your pages—and your peace of mind—by assigning admin roles intentionally. We suggest the Executive Director or Human Resources Manager maintain a Master Admin role.

INTERESTED IN A SOCIAL MEDIA TRAINING WEBINAR?

Reach out to communications@nccaa.org and we will connect your agency with support.

Send us your Stories!

Working together to share the impact of Community Action

Does your Community Action Agency have impactful content to share? Let's collaborate. The NCCAA develops creative content year-round to celebrate, educate and inform. Let's amplify the voices of organizations in our network! Let's share the impactful work of community action and tell the stories of our clients! **Reach out for collaboration:** communications@nccaa.net.

Share Community Action News with a Friend

As a member of the NCCAA community, we work to empower low-income families, change people's lives for the better and improve the communities we serve. We are all dedicated to helping people help themselves and each other. Please take a moment and forward this news to a co-worker and grow the community of professionals dedicated to this important work.

Click to Sign Up

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