



CARE

HELPING THOSE
THAT HELP OTHERS

CONFERENCE

JANUARY 2025 | IMPACT REPORT

GOODWILL OPPORTUNITY CAMPUS
THE UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE





OUR VISION

The Care Conference 2025 is rooted in the belief that supporting those who dedicate their lives to helping others is crucial to fostering a thriving, resilient community. Our initiative is focused on **empowering care providers** who serve individuals and families facing a wide array of economic challenges, including housing instability and unemployment. These professionals, often working on the front lines directly with those in need, are essential in addressing the complex needs of **vulnerable populations** in Charlotte, NC.

Each day, front-line care providers engage with those at risk of homelessness, offering guidance, education, and a path toward brighter futures. Their **tireless commitment** is the foundation of our community's progress in tackling housing and economic mobility challenges. Yet, the work is not without its burdens. The emotional toll, burnout, and personal hardships faced by these individuals can lead to attrition, which in turn impacts the critical agencies (e.g., Roof Above, Goodwill, Crisis Assistance Ministry, and so many others) working to improve well-being and economic outcomes for others. That's why it's so vital that we, as a community, offer support and resources to those who **give so much of themselves** to helping others.

The Care Conference 2025 celebrates these efforts by bringing together dedicated care providers, offering a platform and opportunity for growth, connection, and empowerment. By **equipping care providers** with the tools and insights they need, we aim to enhance their ability to continue making a difference in the lives of others. Together, we strive to strengthen the networks of support that make our community **more resilient** and ensure that those who give so much to others can continue to thrive in their important work.



IN REVIEW

Demand for the Care Conference **continues to grow**! In 2023, the conference welcomed 230 attendees—this year, registration grew to 266 attendees, reflecting a **growing need to support** front-line care providers with resources, training, and community connections that strengthen their resilience, enhance their skills, and empower them to continue making a meaningful impact.

A distinguished lineup of **five subject matter experts**, including leaders in social work, community impact, and the arts, led sessions focused on enhancing care providers' skills, promoting well-being, and addressing the broader social and economic challenges impacting unhoused and vulnerable populations. Speakers shared practical strategies, research-driven insights, and personal experiences to equip attendees with tools to **better serve their communities**.

Six interactive sessions provided attendees with practical resilience techniques, self-care strategies, and professional development opportunities. Topics included understanding the broader community impact of housing insecurity, fostering cross-agency collaboration, and the importance of seeking support. A special spoken word performance and interactive workshop encouraged attendees to explore storytelling as a tool for resilience. Through hands-on activities, participants reflected on their experiences, strengthened peer connections, and engaged in creative exercises to reinforce their **sense of purpose** and impact in their work.

Throughout the conference, attendees were **honored and uplifted** through intentional moments of appreciation, interactive activities, and inspiring messages from community leaders. These moments reinforced the invaluable contributions of these front-line care providers and fostered a sense of encouragement, gratitude, and connection through **shared purpose**.



ATTENDEES

A total of 266 care-providers attended, and came from 28 organizations in the Charlotte community that provide services to the vulnerable community.

Ada Jenkins Center
Alliance Health
Another Chance
Atrium Health
Big Brothers Big Sisters
Caterpillar Ministries
Charlotte Center for Legal Advocates
Charlotte Family Housing
Common Wealth Charlotte
Communities in Schools
Community Link
Crisis Assistance Ministry
Erika's Closet
Freedom Communities
Goodwill
Harvest Center
Latin American Coalition
Novant Health
Pat's Place
Pineville Neighbors Place
Project Outpour
Roof Above
Safe Alliance
Salvation Army
Supportive Housing Communities
The Relatives
Time Out Youth



EVALUATION

Attendees respond to five key questions and results indicated:



98% of attendees enjoyed the conference

99% of attendees were satisfied with the experience

97% of attendees felt the conference met its stated goals

99% of attendees thought the conference was valuable for their community

99% of attendees were confident that the conference made a meaningful difference

"I was reminded of just how important I am..."

"This revived me; I was feeling a little overwhelmed, and this lifted my spirits."

"It's helped me to identify how I've grown, and also ways in which I want to grow."

"This is the most engaged I have ever been in a conference. I loved the activities, I loved the short presentations, and I loved the prizes."

"... it's a great opportunity for networking, reflecting, celebrating, and rest."



SELF-CARE & PERSONAL GROWTH

The conference reinforced the message that caring for oneself enables care providers to be more effective in their roles and that setting boundaries is a necessary act of self-preservation. One of the strongest recurring themes in attendee feedback was the recognition that self-care is not selfish but essential to sustaining the emotional and mental energy required for care work. Many participants found the sessions to be rejuvenating, helping them reflect on their own needs and commit to making self-care a priority moving forward.



"The conference empowered me to take care of myself first so I can be there for others."

"This program gave me so many tools to use to prevent burnout."

"... it emphasized self-care and filling your own cup, which is vital in helping professions."

"Many people in the field forget the self-care part and how important it is. Asking for help is a strength."

NETWORKING AND COMMUNITY BUILDING

Attendees expressed gratitude for the opportunity to connect with like-minded professionals and build relationships with others who understand the unique challenges of front-line care work. Many care providers often work in silos, and the conference provided a space to exchange insights, discover new community resources, and strengthen professional networks. Participants emphasized that meeting others who share their experiences was one of the most valuable aspects of the event, with many highlighting the impact of these connections on their ability to collaborate beyond the conference.



"This is my second year attending, and I've made connections that support my ability to link clients to appropriate community resources."

"The program today has increased my 'fullness' in connectivity, collaboration, creativity, and the power of togetherness."

"It provided opportunities to network, learn about new resources, and build relationships."

"Being in a room full of other knowledgeable professionals and RESOURCES is the biggest takeaway."

"Great opportunity to meet like-minded individuals who have the same vision as I do."



INSPIRATION & MOTIVATION

Many care providers shared that the event was a much-needed moment to pause, reflect, and reconnect with the deeper meaning behind their profession. Several attendees mentioned that they left feeling more committed than ever to their roles, recognizing the profound impact they have on individuals and families in their communities. Others noted that the validation and appreciation they received at the conference helped reignite their passion for their work.



"This program reminded me why I became a nurse and restored my compassion."

"It has kept me from resigning from my place of employment."

"The group that coordinated the event is showing us that our work matters."

"Celebrating those who work with vulnerable populations is rare, meaningful, and empowering."

"I left feeling refreshed not only about my career but my life as well."

WORKSHOP & SPEAKERS

Attendees praised the interactive workshops, expert speakers, and hands-on activities that provided valuable insights and practical strategies to apply in their work. Many appreciated that the event was not just theoretical but offered concrete tools that they could immediately implement in their professional and personal lives. Participants highlighted that these sessions enhanced their skills and broadened their understanding of how to better support their clients and themselves.



"Presenters provided tools and strategies for improved health and wellness."

"There were lots of tangible takeaways that I can immediately put into practice."

"I really enjoyed the speakers and the activities."

"The workshops were well-organized and engaging."

"Learning how to cope, decompress, and be impactful on the job has been most helpful."



RESOURCE AWARENESS

Many attendees valued the opportunity to learn about new community resources and discover tools that could enhance their ability to assist those they serve. For some, the event introduced them to critical services, partnerships, and funding opportunities they hadn't been aware of before. Participants appreciated that the event wasn't just about networking—it provided actionable steps and practical resources they could take back to their organizations and communities. Many attendees highlighted specific ways they plan to apply what they learned to improve their own approach to care work, including setting boundaries, seeking support, and leveraging available resources more effectively.



"I didn't realize how many community partners were out there to support our work. Now I know where to turn for certain challenges."

"It opened my eyes to many resources I was unaware of."

"This program has given me the opportunity to find new resources that I can use."

"It provided opportunities to network, learn about new resources, and build relationships."

THANK YOU

We are deeply grateful to our sponsors, partners, and special guests for their steadfast support of the 2025 Care Conference Initiative. It is what makes this gathering possible.

*A special thank you to Truist for providing Care Conference attendees with opportunities to level up their financial skills. Attendees can choose from multiple workshops, such as **Basic Banking and Budgeting**, **Budgeting in a Crisis** and **Becoming a Homeowner**.*

PLATINUM SPONSOR

The University of North Carolina at Charlotte

GOLD SPONSORS

Truist Bank

Foundation for the Carolinas

KEY AGENCY PARTNERS

Liz Clasen-Kelly, *Roof Above*

Chris Jackson, *Goodwill*

Carol Hardison, *Crisis Assistance Ministry*



The Care Conference was an event I won't soon forget. I left feeling **encouraged and deeply inspired**, with my cup full after hearing the powerful testimonies and life stories of those who play such a crucial role in our community. This conference truly helped, supported, and elevated **those on the front lines** supporting our most vulnerable community members each and every day.

Tina Bryant-Gaither

Assistant Vice President, Financial Inclusion Leader, Truist

