

HONOR DARLING TO PARTNER WITH THE UNITED WAY OF DAVIE COUNTY DURING THE MONTH OF NOVEMBER

The United Way of Davie County and the new downtown Mocksville boutique, Honor Darling, will be partnering during the month of November in a grassroots effort called LIVE HERE GIVE HERE. The effort hopes to build awareness for United Way services that are provided in the community, but also incorporate a lot of fun!

“When approached about the idea, it was a no-brainer,” said Honor Darling owner, Aubrey Draughn. “As an advocate for children in Davie County through my full-time work, I have seen firsthand how the United Way has provided resources to ‘the least of these’ during times of crisis. Honor Darling offers me a unique opportunity to increase awareness for the organization, which is often misunderstood.”

Draughn, who has always had a love for fashion, opened her boutique last fall and operated it online. What started as a hobby, quickly grew into a viable business that has made its way to an adorable storefront now located on Main Street, just a few doors down from popular eateries Restaurant 101 and O’Callahan’s. What many don’t realize is that Draughn has been in the social work field since 2009 and has always been invested in helping children and families in crisis and in need. Throughout her career she has seen the resources that are available and the agencies that families rely on for help and assistance — most of which are United Way partner agencies. “There are 15 United Way partner agencies and I have literally seen each one of them used as a resource for individuals that I have worked with through my social work career,” says Draughn.

“I have seen a lot of heartbreak in this world, but I have also seen many happy endings,” said Draughn. “I know those happy endings don’t ‘just happen’ — they happen because agencies in our community step up and provide resources. Knowing this, I want to use Honor Darling as a conduit for information — a tool to educate and explain what the United Way means to Davie County.”

HOW HONOR DARLING PLANS TO PARTICIPATE

So, what will this first ever retail partnership look like? Beginning, November 3, upon entering Honor Darling you will immediately notice sales associates wearing LIVE UNITED shirts, window displays will have a common LIVE UNITED theme, and tidbits of information will be spread throughout the store, answering common questions about what the United Way of Davie County provides. In addition, Honor Darling will offer their customers an opportunity to be generous by having the option to add a donation to their transaction when checking out. Those same customers will be invited to participate in fun activities, such as selfies and photos with the Honor Darling clothing they are trying on, which will be shared on social media to build support for the November LIVE HERE GIVE HERE campaign.

“We LIVE HERE and Honor Darling wants to give our customers the opportunity to GIVE HERE,” said Draughn. “So many of us are blessed throughout the year, but there are many in the community who have not been so fortunate. By offering our customers the chance to give \$1 or \$5 onto their transaction, we can all do our part to help those who just need a little support, a little hope.”

WALKING THE WALK AND TALKING THE TALK

Not only will Honor Darling be offering customers the opportunity to support the United Way of Davie County, they’ll be reaching into their own pockets as well. “One of the things that sets the United Way apart is their ability to come into a business and work with that business to offer an employee giving campaign. Honor Darling will be taking advantage of this option, because it makes giving affordable and it allows our employees to see that a small amount can have tremendous impact.”

“We are thrilled to have Honor Darling onboard as a partner, but we are even more thrilled to see them hosting an employee giving campaign,” said Annual Campaign co-chair Wendy Horne. “Aubrey is so right—employee campaigns are unique and we are working tirelessly to get other local companies to understand how they work and how they benefit their employees.”

Honor Darling’s employee campaign will be held in conjunction with festivities during the month of November and employees will be offered the opportunity to give via payroll deduction. “Our goal is to have all employees give a United Way Building Block gift—or \$52. We believe this level of giving is doable as it provides our employees with the chance to give \$1 per week for 52 weeks (or a full year). We believe our generosity will shine through and we hope our example will encourage other local businesses to follow suit,” said Draughn.

HUGE POTENTIAL AT THE BIG EVENTS

On November 20 and 21, Downtown Mocksville will kick off the holiday season with the Annual Bed Race on Friday evening, and the Christmas parade on Saturday. “We are hoping that this event will be big for all downtown businesses and we would love to see this be the weekend that those same downtown businesses pull together to offer their own ways of giving for the United Way of Davie County,” added Honor Darling employee Brandi Reagan who also serves as the Executive Director for The Dragonfly House Children’s Advocacy Center, which is a United Way of Davie County partner agency. “The United Way is hoping to close their Annual Campaign in the next couple of months so wouldn’t it be great if businesses and shoppers pulled together during these two days to help ‘put the campaign to bed’,” said Reagan. Brandi Reagan also serves on this year’s United Way Campaign Cabinet and has an invested interest in seeing United Way thrive and reach their goal with its annual giving campaign. “Our campaign cabinet is working hard to get businesses to participate like Honor Darling has been able to do. So many people have the wrong impression of what giving to the United Way means and we hope that LIVE HERE GIVE HERE will educate them on the true difference their \$1 or \$5 donation

through their shopping checkout or \$1 a week through employee giving can make” said Reagan. “As Director of The Dragonfly House, I will be implementing an employee campaign for my staff, but as a part-time employee of Honor Darling I will also be participating in that employee campaign - I won’t miss \$1 from my paycheck each week, but someone from this community could have their life changed for the better because of that \$1 per week.”

GOALS—IT’S ALL ABOUT GOALS

With Honor Darling being first out of the gate, the United Way of Davie County wants to measure the success of the partnership which they hope will grow into an annual event. “This partnership has made us realize that the opportunities in a small community like Davie are limitless, we want to set some goals that give Honor Darling and other participants who decide to come onboard something to shoot for,” said Horne. “We believe goals will provide our partners with strategic direction, making the month of November a big month for the United Way.”

Goal #1: 500 NEW individual givers (Honor Darling hopes to provide 100 of these)

Goal #2: 10 additional businesses that participate in some capacity during the month of November (employee giving campaign, proceeds donated, customers offered the opportunity to support, etc.)

Goal #3: Build awareness in the community for what the United Way of Davie County provides and how easy and affordable it is to support and make a tremendous impact.

WOULD YOUR BUSINESS LIKE TO GET INVOLVED?

“The United Way of Davie County is so appreciative to Honor Darling for setting the bar and we are crossing our fingers that other business will come onboard,” added Horne. “We encourage other businesses to consider similar events during November, or select a specific day where you will give your employees and clientele the opportunity to learn more about the United Way of Davie County. We will certainly be doing our part to spread the word in the community as to who is participating in the LIVE HERE GIVE HERE campaign through social media, newsletters, and updates provided to local media.”

“This poses tremendous potential for our organization and the partner agencies we serve. We hope our phone rings off the hook with others who want to know how they can be a part of the LIVE HERE GIVE HERE campaign.”

For more information on how you can participate, contact the United Way of Davie County at 751-0313 or email them at cashrewsbury@davieunitedway.org.