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**United Way of Greater Greensboro Announces \$8.1 Million Funding Plan for  
Community Programs**

**Greensboro, N.C.** - United Way of Greater Greensboro's Board of Directors have approved an extensive \$8.1 million funding plan for United Way member agency programs and initiatives in the local community.

Member agency programs will receive approximately \$7,013,000 for programs that address objectives in one or more of United Way of Greater Greensboro's three focus areas: Growing Successful Kids (Education), Helping People Help Themselves (Income/Self-Sufficiency) and Caring for Everyone's Health (Health). Funding is tied to demonstrated outcomes that address community needs in these focus areas, as well as impact strategies for the coming year.

An additional \$1.1 million will be allocated to other United Way initiatives, including Thriving at 3, Success at School, Bryan Foundation Grants, Community Enrichment Venture Grants; 2-1-1 First Call for Help, and collaborative funding for Partners Ending Homelessness.

United Way of Greater Greensboro Board Chairman Chuck Flynt said the organization had 5.3% fewer dollars to allocate this year than the prior year due to the economic environment, while the need for services in our community has spiked to record levels.

"This has been a very challenging year for our economy. As stewards of our donors' contributions, our priority in this environment was to provide the greatest level of support to the programs that have made the greatest impact in our community and have best demonstrated efficiency and effectiveness," Flynt said.

The allocation evaluation process is led by the United Way's Community Investment Council (CIC), which comprises community volunteers who are educated in issue areas of community need and programs addressing those needs. CIC members visit agencies and conduct site visits during the year, and also review agency audit and management reports to ensure fiscal accountability. The CIC makes funding recommendations to United Way of Greater Greensboro's Board of Directors for review and approval.

For the 2009-10 funding year, agency programs that submitted funding applications were rated under three performance categories: Commendable, Satisfactory and Limited. For the 2009-10 funding year, Commendable Programs received the 2008-09 allocation plus 50% of any requested increase; Satisfactory Programs received 95% of the 2008-09 allocation; and

Limited programs received 80% of the 2008-09 allocation. For the 2008-09 funding year, 22 agency programs received the highest ranking of Commendable, 29 programs were rated Satisfactory, and 7 were rated Limited.

Otis Wilson, chairman of the Community Investment Council, said, “CIC volunteers spend hundreds of hours reviewing programs and funding requests. Our key objective is to invest funds in programs that demonstrate measurable results and the potential to improve their impact in our community. We are extremely pleased to see an increase in the number of programs that achieved ‘Commendable’ status this year. The community and United Way donors can rest assured that we are committed to working with all of our funded programs to help them achieve the greatest possible impact in our community.”

Below, examples of some of the commendable programs are detailed. Under the focus area of Caring for Everyone’s Health (Health), three of the following programs were rated commendable:

- The **Adult Center for Enrichment’s Adult Day Services** provided 20,168 days of service for 193 participants and 17,519 days of adult day care/day health for 147 program participants. Of the program participants, 76% (60) reported feeling better and experiencing less pain. The program also reported that 92% (59) of caregivers perceive that their family member has maintained or improved their medical condition since attending the program.
- **Hospice and Palliative Care of Greensboro’s Kid Path** program provided 973 individual counseling sessions and 17 support groups with 216 children served. Kids Path reported that 83% of children and adults could identify reactions to grief, and 78% of families indicated that communication regarding grief had improved.
- **Family Service of the Piedmont’s Outpatient Family Counseling** program provided more than 12,400 counseling sessions to families, children, couples and individuals. Eight-eight percent of the program’s clients reported significant improvement in the problems that brought them to the Counseling Services program, while 85% of clients showed improvement on the Global Assessment of Functioning scale after six sessions, which indicated improvement in client functioning.

Three of the programs that achieved the commendable status for the Helping People Help Themselves (Income) focus area:

- **Family Service of the Piedmont’s Consumer Credit Counseling** program provided over 5,000 budget and bankruptcy counseling sessions and provided \$73,000 in mortgage assistance as transitional aid to displaced workers. In addition, the group provided 185 financial literacy workshops to over 2,000 residents with 96% reporting that they were able to use the new skills that they learned.

- **Bell House** reported that 96% of residents demonstrated an increased level of self-sufficiency and most participate in the community through paid employment and/or volunteerism. Last year, the program provided 16,500 hours of personal care, 800 hours of individual interaction, more than 24,000 meals, and over 1,900 hours of case management to the Bell House residents.
- **Senior Resources' Community-Based Services** provided more than 85,000 meals to 636 homebound older adults with the assistance of more than 1,900 volunteers, allowing clients to continue to live at home. The group also made more than 9,000 TeleCARE calls to older adults with 97% reporting a greater sense of security.

Two of the programs that earned the commendable rating for the Growing Successful Kids (Education) focus area:

- **Communities in Schools (CIS)** reported that 98% (277) of students at Smith and Dudley High Schools who participated in the CIS Program last year remained in school. One-hundred percent of eligible students graduated with a high school diploma, and last year Community Partners provided over \$180,000 in contributions or in-kind services.
- Over 3,500 parents participated in **Family Life Council's Specialized Parenting Programs** last year. **Good Beginnings for Teen Parents Program** reported that 120 pregnant or parenting adolescents participated in its program and completed the school year. Ninety-two percent of pregnant participants delivered full-term, healthy birth-weight babies (Guilford County Average is 89%), while 96% reported learning effective parenting and discipline techniques. **The Father's Matters Program** reported that 712 at-risk men completed the program. Eighty-eight percent of participants reported improved family communication and 60% reported that they are becoming more involved in their children's lives.

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