



Wednesday, September 17, 2008 | Modified: Thursday, September 18, 2008

United Way of Greater Greensboro sets \$13M goal

The Business Journal of the Greater Triad Area

United Way of Greater Greensboro kicked off its annual campaign Tuesday night and set a goal of raising \$13 million, despite challenging economic times.

Strategies to grow this year include expanding and broadening its base of corporate support and reviving professional groups that include African-Americans, young professionals, retirees and women. United Way is also developing a card that works with local retailers to offer discounts to donors who give at least \$120. The group said untapped areas of support include soliciting small and midsize businesses plus the medical and commercial real estate sectors.

United Way plans to end its annual campaign on Nov. 21. This year, the Greensboro group's board of directors will contribute a combined \$239,850.

The organizations that benefit from United Way have seen an increased demand on services, the group said. With record levels of home foreclosures, a Triad homeless shelter has been at capacity — with 100 people — for more than three months. Shelter beds have waiting lists with more than 40 families. And the YMCA of Greensboro said requests for assistance is up 20 percent.