

TELLING THE STORY

LIVE UNITED

Direct all media to:
Michael Cottingham
VP, Marketing & Communications
michael.cottingham@unitedwaygso.org
336-378-6617

We're leading a movement to END poverty

- Greensboro ranks 31% above the national poverty average.
- 57,000 residents and 25% of Greensboro children live in poverty.
- Poverty makes it harder to graduate high school, succeed in college and build a career.
- When communities have high rates of poverty, the need for public assistance increases, business and economic development suffers and crime rates are higher.

How we're doing it

- Our community has many resources. United Way is the only local non-profit bringing them together to END poverty once and for all.
- We've created a community-wide network of partners that provides a path to financial stability at any stage of life.
- Every year, local organizations apply to join our innovative network. And every year, local volunteers select and fund partnerships that work together to END poverty.
- We're ending poverty at our Family Success Centers, where children and adults are receiving coordinated services in one location.
- And when someone in need dials 2-1-1, we're ending poverty by connecting them to an operator who offers local services that help.
- Our new holistic approach to ending poverty is working and we have the outcomes to prove it.
- Adults are becoming financially stable now and children have the proper foundations to be successful in the future.

97 years of community impact

- In 1922, a group of community leaders formed the Greensboro Community Chest to raise awareness and resources to help neighbors in need.
- That effort later became the United Way and over the past 97 years, we've raised over \$400 million to help meet the needs of tens of thousands of children, families and adults in greater Greensboro.

We turn \$1.00 into \$1.90

- United Way spends \$0.07 cents to raise \$1.00 and through the power of collaboration we turn each \$1.00 into \$1.90 worth of community impact.
- We bring together thousands of volunteers and hundreds of community partners to help the community. Many of our partners are able to secure additional resources as a result of their United Way partnership.
- When you add up all of the community impact we are able to create and leverage through working together, we generate a great return on investment.

Volunteer-led investments

- Applications for funding are reviewed by volunteer councils made up of local subject area experts and experienced evaluators.
- Funding recommendations are presented to the United Way Board of Directors for final review and investment decisions.

END POVERTY.

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Local impact for 97 years and counting



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Open funding

WHAT IS OPEN FUNDING?

- Every year, United Way accepts grant applications from human service organizations through an open and competitive process.
- Every year, volunteer-led committees select programs based on their abilities to produce outcomes that reduce the number of children, families and adults living in poverty.
- Grants are awarded on a two-year funding cycle and recipients must achieve meaningful, data-driven outcomes to receive second year funding.
- Agencies and programs that are not selected to receive funding are welcome to reapply during the next funding cycle.

WHY DO WE USE AN OPEN FUNDING MODEL?

- Our open funding model allows United Way to invest donor gifts into local programs with proven solutions that are decreasing poverty.

WHY DIDN'T YOU FUND A CERTAIN PARTNER?

- It is not our practice to answer questions about specific funding decisions, but we are happy to explain how the open funding process works.
- Volunteer-led committees evaluate all grant applications based on their ability to produce proven outcomes related to ending poverty.
- In a competitive grant application and review process, this means some programs outperform others. Programs that aren't selected during a grant cycle are encouraged to reapply in the future.

OPEN FUNDING TIMELINE:

- Focus: Increasing income and financial stability or addressing basic needs - Next open round begins summer/fall 2019.
- Focus: Increasing educational achievement and improving health outcomes - Next open round begins summer/fall 2020.

Ways to get involved

- GIVE - support our efforts with a gift.
- ADVOCATE - Help share our message and advocate for needed changes.
- VOLUNTEER - Make an impact in someone's life through one-time, or ongoing volunteer opportunities. Become a mentor.
- Serve on an Impact Council, Grant Committee or Strategic Leadership Committee.
- Join the African American Leadership (AAL) affinity group. Members are community leaders who are engaged the community, with a focus on empowering minority communities to succeed. Membership is comprised of caring citizens who contribute \$1,000 or more annually.
- Join the Women United (WU) affinity group. Members are community leaders who empower, educate and elevate women to become powerful philanthropists. WU is about women helping women. Membership is comprised of caring citizens who contribute \$1,000 or more annually.
- Join the Young Leaders (YL) affinity group. Members are emerging community leaders who give back to the community where they are building their careers. Membership is comprised of caring young professionals under 40 who contribute \$120 or more annually.

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