

TELLING THE STORY

LIVE UNITED

Direct all media to:
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We're creating a bold movement to END local poverty!

Why we're doing it

- Greensboro ranks 31% above the national poverty average.
- One in five (57,000) residents and 25% of Greensboro children live in poverty.
- 65% of Guilford County School students receive free or reduced cost meals. 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 soar.

How we're doing it

Our partnerships work together to help:

- Kids succeed in school and life
- Adults learn new skills and land jobs
- Seniors access needed care
- ENTIRE families thrive.

Examples: Kids succeed in school and life

- Literacy - Raising a Reader
- Mentoring - Mentoring Matters

Examples: Adults learn new skills and land jobs

- Adult literacy - Raising a Reader
- Financial training - Consumer Credit Counseling

Examples: Seniors access needed care

- Nutrition - Meals delivered to home
- Health - In-home supports

Examples: ENTIRE families thrive

- Integrated service delivery - Family Success Center
- PROGRAM - Healthy Moms Healthy Babies

96 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 96 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 \$1.86

- United Way spends \$0.06 cents to raise \$1.00 and through the power of collaboration we turn each \$1.00 into \$1.86 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.



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GSO Tornado Relief

- United Way is a lead partner with the City of Greensboro and Guilford County in disaster response.
- United Way was activated to accept GSO Tornado Relief donations and with the guidance of the City and County, all funds are used to support residents impacted by the tornado.
- All funds collected during our 2018 community campaign will be directed to 57,000 residents who continue to need your help to overcome poverty.

Open funding

- For the first time in many years, United Way is accepting grant applications from current and unaffiliated human service organizations through an open and competitive funding process.
- Volunteer-led committees select programs based on their abilities to produce outcomes that reduce the number of children, adults and families experiencing the impacts of generational poverty.
- The new open funding model allows United Way to invest donor gifts into programs with solutions that increase income, meet basic needs, increase educational achievement and improve health outcomes linked to decreasing poverty.
- Funding decisions for each impact area occur every two years. Therefore, programs may or may not receive funding in every grant funding cycle.
- Agencies and programs that are not selected to receive funding are welcome to reapply during the next funding cycle.

Ways to get involved

- Make an impact in someone's life through one-time volunteer opportunities.
- Becoming a mentor.
- Serving 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.



United Way
of Greater Greensboro