UNITED WAY OF GREATER GREENSBORO
IS CREATING A BOLD MOVEMENT TO END POVERTY
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MISSION
To improve lives and create thriving communities by mobilizing and uniting the caring power of greater Greensboro.
I am thankful for the opportunity to serve as Chairman of the Board for United Way of Greater Greensboro because I get to work alongside so many people with big hearts in the greater Greensboro community.

Over the last 12 months, I have witnessed our Board's unrelenting commitment toward ending generational poverty.

I have also witnessed a passionate, talented and committed staff that works hard with our dedicated strategic partners to produce outcomes.

Our strategic partners are lifting people out of poverty and giving many of them a future they never thought was possible.

This work is not for the faint of heart, but for those who want to make a difference for our next door neighbors.

This work simply would not be possible without the continued support of our generous donors.

We are so fortunate to live in a generous community that has supported the United Way's efforts and mission over the past 95 years.

Thank you to all of our volunteers, our financial supporters, our strategic partners, and to all of our neighbors.

Together we will continue to make a positive difference!

Our 95th year was one for the history books and I couldn’t be more proud of our donors, volunteers, staff and human service partners.

Everyday brings us closer to a shared vision of ending poverty.

I come to work everyday and am inspired by smiles and hope on the faces of children, adults and families.

We are a great community giving a hand up.

Many people helped me get to this place. My purpose is to see children go to bed with a full tummy because mom and dad are working.

Communities thrive a grow when less people live in poverty.
You helped United Way create 66 partnerships that supported 85 local programs and initiatives. Below are just a few of the outcomes you made possible in 2017-2018.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Of parents increased time spent with their children to support learning at home.</td>
<td>91%</td>
</tr>
<tr>
<td>Of children achieved on-time grade and middle school promotion.</td>
<td>91%</td>
</tr>
<tr>
<td>Of youth achieved acceptance to college/post-secondary programs.</td>
<td>89%</td>
</tr>
<tr>
<td>Of people landing a job remained employed for 12 months.</td>
<td>94%</td>
</tr>
<tr>
<td>Of people connected to a primary healthcare provider and received needed services.</td>
<td>99%</td>
</tr>
<tr>
<td>Of people seeking assistance were provided needed shelter or housing.</td>
<td>82%</td>
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CREATING A NEW NETWORK

“PEOPLE SHOULD BE ABLE TO ACCESS THE HELP THEY NEED WHEREVER THEY ARE AND UNITED WAY IS MAKING THAT HAPPEN.” - SYBIL NEWMAN

When seeking help, finding the right starting point can be complicated for anyone. Add the burden of having no money and help can be even harder to locate. On top of it all, many local service professionals and organizations aren’t aware of the numerous resources available.

That’s why United Way is building a new virtual human services network. This future network will eliminate barriers by seamlessly connecting providers and people to health, income, education and work supports, and career advancement and financial coaching.

Designing a new innovative network isn’t easy. United Way created a volunteer-led design team and began consulting with MDC, one of the state’s top nonprofit think tanks that’s been helping communities thrive for over 50 years.

The design team held listening sessions to hear the needs of people representing 36 local organizations and the community. As a result, United Way’s virtual network will better connect human services from across the county.

“The partnership between MDC and United Way is an effort to build a community infrastructure that will connect supports and services in ways they’ve never been connected before. People will be better able to take care of themselves, their families and move up the economic ladder,” said Ralph Gildehaus, MDC Senior Program Director.

Sybil Newman, a design team volunteer who also heads up GTCC’s Titan Link program which connects students to needed supports like food and transportation, says connecting people to a centralized network is long overdue.

“Things need to be less cumbersome and make common sense. People should be able to access the help they need wherever they are and United Way is making that happen. This network will be an example other communities will want to follow.”
For some people retirement is when they kick their feet up and relax. However, when Mae Douglas retired from Cox Communications as Senior Vice President, Chief People Officer, she decided to begin working to make her hometown a better place for all.

Mae’s mission is to give people the same kinds of opportunities for success that she had. “I believe each of us can and should do our part to make life better for others,” said Mae.

Mae is a current member of United Way’s board of directors, Tocqueville Society committee, strategic planning committee and chairs the community impact and investment committee.

Over the past five years, Mae has utilized her c-suite experience to help shape United Way’s future. She has played key roles in shifting United Way’s goal to ending poverty, and has ensured the right strategic partnerships are being made to make that goal a reality.

Mae knows the vision of waking up in a community without poverty is bold but said, “It’s one I gladly sign up to help achieve!”

According to Mae, her volunteer efforts with United Way are rooted in love for Greensboro and her fellow neighbors.

“It is gratifying to see a mother complete a GED degree, get a job, help change the direction of her family and provide hope for her children. Accomplishments like these are literally breaking the cycle of poverty.”

Volunteers represent the heart of United Way’s work in the community and thanks to caring leaders like Mae, our combined efforts are lifting children and families out of poverty.
LEADING THE WAY

“WE CAN HEAL OR CURE SOMEONE WITH A DISEASE, AND IF THEY DO NOT HAVE THE ABILITY TO PUT FOOD ON THEIR TABLE WHEN THEY GET HOME, WHAT HAVE WE ACCOMPLISHED?” - SKIP HISLOP

When Skip Hislop was asked to lead the Cone Health’s annual United Way campaign, he wanted to discover what truly makes United Way tick. As Vice President of Oncology, it’s not surprising Skip wanted to conduct a little research to produce a successful outcome.

“When asked to chair our campaign, I committed to learning what United Way truly was and what it stood for,” says Skip. He attended annual meetings, toured the Family Success Center, met with United Way strategic partners and attended many United Way events.

Skip developed a passion for United Way’s goal of ending poverty and it was infectious.

Thanks to his leadership, Cone Health’s 2017-18 campaign was more successful than it’s ever been. In fact, the health care system was honored by United Way of North Carolina with an Excellence in Community Spirit Award.

While serving as a campaign chair, Skip saw and heard directly from youth and families who are being helped by United Way’s efforts.

“I was able to connect the dots about why this work is so important and why it matters. Seeing first-hand how United Way impacts people was life changing for me.”

“Poverty has a detrimental impact on individuals’ ability to thrive. We can heal or cure someone with a disease, and if they do not have the ability to put food on their table when they get home, what have we accomplished? If we help people get a job with health insurance but they can’t afford childcare, what have we accomplished?”

This is exactly why United Way creates and supports bundled services that work together to holistically lift families out of poverty.
James & Betty Wray will soon celebrate 60 years of marriage and many of those years have been filled making memories inside the home they built together.

“Betty and I worked hard to build our house decades ago. We’re very proud of it. I couldn’t imagine living anywhere else,” says James.

But when Betty began fainting and James began suffering back issues, their children worried about their parents’ ability to take care of themselves at home. Their children stop in to help around the house as much as they can, but Betty is still unable to stand for long periods of time to prepare meals, and James is unable to assist.

For many older adults in similar situations assisted living facilities become the only option. And for some families, assisted living creates a financial burden that’s hard to overcome.

This is exactly why United Way partners with Meals on Wheels. This program delivers nutritious meals to homebound seniors, helps keep people in their homes and reduces long-term financial strain.

The meals are keeping James and Betty healthy and strong, but that’s not all the program is providing.

“We look forward to the food, but we look forward to seeing the volunteers and staff who bring the meals even more,” says Betty. “We really do enjoy the conversations and laughs.”

James says, “We needed help and thanks to United Way, we’re getting it. We are so grateful for being able to stay in our home.”
TWO PATHS - ONE GOAL

“TWO PATHS - ONE GOAL

“I FEEL LIKE UNITED WAY IS A GUARDIAN ANGEL FOR PEOPLE WHO NEED HELP.” - PATRICIA SHELTON

Everyone has their own definition of success and everyone takes a unique path to achieve their dreams. For many dreamers, the path to success is hard to find and follow.

That’s why United Way created the Family Success Center. It offers bundled services that are tailored to meet the unique needs of individuals and families. Services focus on employment, education, financial skills, health and wellness and basic needs and are provided in one location with the help of over 30 partners.

Thanks to the Family Success Center, Patricia Shelton and Mariah Denham have found their paths to success.

Patricia was employed for nearly 11 years and unexpectedly lost her job. She quickly discovered without a High School Diploma, it was hard to find another job at the wage she had worked so long to reach. Patricia has three children who love and depend on her.

A friend told her about the Family Success Center and now Patricia is half way through her GED program, landed a job at a local school and has opened her first bank account.

“I feel like United Way is a guardian angel for people who need help. Our community needs programs like this for people who want to do better,” says Patricia.

Mariah tried many times to earn a GED, but without a car and child care for her son, classes were next to impossible to attend. After learning about the Family Success Center, Mariah enrolled in GED classes and received the transportation and child care assistance she needed.

Thanks to the Family Success Center, Mariah graduated with her GED, earned a CNA certification and is employed by a local health care system.

Mariah says, “I’ve faced a lot of barriers, but I got through them with the help of the Family Success Center. There are many others like me facing obstacles, who just need a little help reaching their dreams and United Way is making that happen.”
95th Community Celebration and Campaign Kick Off

AUGUST 31, 2017 - REVOLUTION MILL
95TH EVENT FEATURED LOCAL MUSICIAN, VANESSA FERGUSON, KNOWN FOR NBC’S THE VOICE
PHOTOS BY VANDERVEEN PHOTOGRAPHERS
NOVEMBER 8, 2017 - GREENSBORO COUNTRY CLUB
RAISED OVER $60,000 TO END LOCAL POVERTY
PHOTOS BY VANDERVEEN PHOTOGRAPHERS

OCTOBER 28, 2017 - UNITED WAY
SAFE ENVIRONMENT FOR OVER 2,000 KIDS AND FAMILIES
PHOTOS BY UNITED WAY STAFF

TRUNK OR TREAT

HANDBAGS FOR HOPE
2018 NC Governor’s Award for Volunteer Service awarded to Alyce Barrett and Jen Caldwell

NOVEMBER 8, 2017 - GREENSBORO COUNTRY CLUB
RAISED OVER $60,000 TO END LOCAL POVERTY
PHOTOS BY VANDERVEEN PHOTOGRAPHERS
COMMUNITY BREAKFAST

DECEMBER 7, 2017 - NEW ZION MISSIONARY BAPTIST CHURCH
ENGAGED COMMUNITY LEADERS AROUND
THE IMPACT POVERTY HAS ON EDUCATION
PHOTOS BY VANDERVEEN PHOTOGRAPHERS

ALTERNATIVE SPRING BREAK

MARCH 5 - 9, 2018 - MULTIPLE CITY LOCATIONS
COLLEGE STUDENTS VOLUNTEERED AND WERE GIVEN
BEHIND THE SCENES ACCESS AT LOCAL BUSINESSES
PHOTOS BY UNITED WAY STAFF
BRUNCH & BUBBLES

APRIL 29, 2018 - COLOR WORKS
RAISED MONEY TO SEND KIDS TO SUMMER CAMP
PHOTOS BY UNITED WAY STAFF

SPEAKER SERIES

MAY 21, 2018 - GRANDOVER RESORT / KEYNOTE: LEIGH ANNE TUOHY
RAISED OVER $90,000 TO END LOCAL POVERTY
PHOTOS BY VANDERVEEN PHOTOGRAPHERS

2018 Lifetime Achievement Award: Linda and Tom Sloan
2018 Legacy Award: Mente and Joan Benjamin, Ann and Ben Zuraw, Margaret and Bill Benjamin
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Ann and Ben Zuraw
2 anonymous members

*Tocqueville Women’s Leadership

**Deceased
MILLION DOLLAR ROUNDTABLE

This generous group has contributed $1 million over a lifetime. We extend our heartfelt gratitude to each member for their significant contributions to our community.

$1,000,000 AND ABOVE
In Memory of Joseph M. Bryan Sr.
Joseph M. Bryan Jr.
Joann G. and David Grimes
Bonnie McElveen-Hunter and Bynum** Hunter
Tobee W.** and Leonard** Kaplan
Mr.** and Mrs. Sidney J. Stern Jr.

ENDOWED TOCQUEVILLE GIFTS

These forward thinking donors endowed their Tocqueville giving in perpetuity to make an impact in our community for generations to come.

Joseph M. Bryan Sr.**
Barbara and Herman** Cone
Neil and Marilyn** Belenky
Tobee W.** and Leonard** Kaplan
Ann and Ben Zuraw

**Deceased

A very special thank you to Thornton H. and Margaret Williams Brooks for creating a legacy of philanthropy through a lead estate and trust gift made in their honor. Their love for one another and their community will forever be remembered.
THANK YOU
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Nancy F. James
Eric Janecek
Marva and Talford Jarman
Alice and Joel Jenkins
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Larry Jerome and Linda GifFord
Zelle and John C. Jester, III
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Cindy Johnson
Scott Eliot Johnson
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Lynn F. Johnson
Heather Johnson
Emily and David Johnson
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Nita Johnston
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Carolyn and Ket Jones
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Olive B. and William W. Jordan
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J. Glenn Joyce
Jason Joyce
Kelly K. Joyce
Rhonda P. Joyce
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Richard and Meg Kaplan
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Karil and Leroy Kaylor
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Carl G. Kearney
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Jason Keiper
Bruce Keller
Jolyn and Robert Kelley
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Myra D. and Jim Kelly
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Marta K. Kennedy
Catherine Kernels
Mark Kiel
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Gina and Jim Kinard
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Layne and Reaves King
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Kenton and Page Kreager
Paul and Kathy Kress
Kurt and Joy Kronenfeld
Vince Kubik
Patricia and Thomas Kuhn
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Allyson Jones Labban
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Kenney and Carol McDowell
Carolyn B. McGovern
Janiese McKenzie
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Lincoln Financial Group
Cone Health
ITG Brands

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UPS
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Syngenta
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Volvo Group of Companies
City of Greensboro
BB&T
International Textile Group
The Ellison Family Foundation
Brooks Pierce McLendon Humphrey & Leonard L.L.P.
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Weill Investment Company
Well Spring Retirement Community

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Ametek Technical & Industrial Products
Columbia Forest Products, Inc.
MetLife
Greensboro Chamber Of Commerce
Lucky’s Pet Resort and Day Spa
Textron Aviation
UnitedHealth Group

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CommScope
Hagan Barrett & Langley PLLC
Alexander Worth McAlister Foundation Inc.
Vanderbilt Mortgage and Finance
Qualicaps, Inc.
Bank of Oak Ridge
H & R Block
Greensboro News-Record
Johnson Controls, Inc.
YMCAs of Greensboro, Inc.
WFMY News 2
Johnson, Peddrick, & McDonald, PLLC
Guilford Technical Community College
Terry Labonte Chevrolet
CIGNA-Medicare
Sharrard, McGee & Co., P.A.
Norfolk Southern Foundation
Allen Tate Realtors
Central Carolina Obstetrics & Gynecology, PA
Aurora Diagnostics GPA Laboratories
Craft Insurance Center, Inc.
Citi Cards
Stearns Financial Services Group
Frankenmuth Insurance
Good Works Consulting
Identity Branding, Inc.
Mt. Zion Baptist Church, Inc.
Ott Cone & Redpath, P.A.
Regional Land Surveyors, Inc.
Shamrock Environmental Corporation
Wyndham Championship
Pinnacle Financial Partners
Carruthers & Roth, P.A.
The Ellison Company, Inc.
Habitat for Humanity of Greater Greensboro
KPMG LLP
AC Corporation
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Terminix Company - Bruce
Terminix Greensboro Radiology, PA
Children's Home Society of NC
Legal Aid of North Carolina, Inc.
Epes Transport Systems, Inc.
Focke & Co., Inc.
Core Technology Molding Group, LLC
Colonial Pipeline Company
IDEXX Pharmaceuticals, Inc.
Hill Evans Jordan & Beatty, PLLC
The Arc of Greensboro, Inc.
O'Reilly Auto Parts
Fifth Third Bank
Nationwide Mutual Insurance
Scott Insurance
Barron & Berry
Delman & Company
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ITW / Texwipe NC
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Tanger Factory Outlet Centers Inc.
Twisted Paper Products, Inc.
William A Stern Foundation
St. Johns Packaging
Beacon Technologies, Inc.
Bouvier Kelly, Inc.
PPG Industries, Inc.
Windsor Investments
PolyOne
Piedmont Health Services and Sickle Cell Agency
Piedmont Radiation Oncology
RSM US LLP
Border States Electric
Tencarva Machinery Co.
Siemens Medical Solutions
Carolina Kidney Associates, P.A.
Miller Coors
Qorvo
The Leadership & Legacy Group
Triton Management Company
Communities in Schools of Greater Greensboro, Inc.
Volunteer Center of Greensboro, Inc.
Walmart Foundation
CSL Plasma
Macy's
The Salvation Army of Greensboro
Dillard's Inc.
Bright Plastics, Inc.
Epes Logistics Services, Inc.
Reading Connections
First Tennessee Bank
Proehlific Park
Joy Monger, LLC
JFS Consulting
Coppage Charitable Gifts
Oral Surgery Institute of the Carolinas
Smith James Rowlett & Cohen LLP
Adult Center for Enrichment, Inc.
d/b/a Well-Spring Solutions
Old North State Council Boy Scouts of America
New Garden Landscaping and Nursery, Inc.
Chandler Concrete Company
Hirschfeld Industries
Allstate Insurance
Academy Mortgage
Triad Design Group
Triad Adult & Pediatric Family Medicine
Merz Pharmaceuticals, LLC
Triad Health Project, Inc.
Carlton Scale
Central Carolina Surgery, P.A.
Costello Hill & Company, L.L.P.
Hanes Lineberry Funeral Homes
Heat Transfer Sales of the Carolinas, Inc.
Crescent Rotary Club Foundation
Guilford College
Honda Aircraft Company
Liberty Property Trust
Marie G. Dennett Foundation, Inc.
3M
Alliance Urology Specialists
Beacon Management Corporation
Carolina Finance, L.L.C.
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Certus Partners, LLC
Greensboro Cardiology Associates, PA
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HBD, Inc.
Highland Containers, Inc
Mondelez International
Pretium Packaging, LLC
Primrose School of Brassfield
Shelton Nelson & Associates PA.
Summit Rotary Foundation
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CVS
Ryerson Inc.
Convatec
Triad Compensation Association Consultants
Elanco Animal Health
TIAA-CREF
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JER HR Group
Eli Lilly
J. Mclaughlin Retail Shop
United Way of Greater Greensboro does not assess membership dues or a fee for fundraising, administration and management expenses to Combined Federal Campaign federation members. United Way of Greater Greensboro as a Combined Federal Campaign federation honors all designations made to each member organization by distributing a proportionate share of receipts based on donor designations to each member. An uncollectible shrinkage percentage based on an average of the prior three year’s uncollectible rate is charged on all pledges.
United Way of Greater Greensboro's strategic investment model for ending poverty supports local programs that work together to have a holistic longterm impact on children, adults and families.

**COMMUNITY INVESTMENTS 2018-2019**

**HELPING OTHERS LEAD A HEALTHY LIFESTYLE**

TOTAL: $1,864,354

<table>
<thead>
<tr>
<th>Adult Day Services</th>
<th>Integrated Behavioral Health</th>
<th>Sickle Cell Services</th>
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<tbody>
<tr>
<td>Caregiver Education</td>
<td>Infant Toddler Early</td>
<td>HIV Prevention &amp; Client Services</td>
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<tr>
<td>Prevention &amp; Education</td>
<td>Counseling &amp; Education</td>
<td>Counseling</td>
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<tr>
<td>Foster Care to Permanency</td>
<td>Kid's Path</td>
<td>Family Preservation</td>
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<tr>
<td>Parenting Skill Development</td>
<td>Supportive Services</td>
<td>Healthy Moms Healthy Babies</td>
</tr>
<tr>
<td>Wise Guys</td>
<td>SCOPE</td>
<td>Teen Parent Mentoring Program</td>
</tr>
</tbody>
</table>
### Helping Others Achieve Education & Character Success
**Total: $1,359,999**

- Hayes-Taylor YMCA Achievers
- Boys & Girls Club
- Camp Weaver
- Community Service
- Family Literacy
- Foster Grandparents Program
- Hayes Taylor Afterschool
- Hayes Taylor Summer
- Healthy Start
- Juvenile Mediation
- Leadership Experience Outreach
- Scouting
- Spirit of Excellence
- Success AT School Afterschool
- Success IN School
- Teen Court - Life Skills
- YWORLD Afterschool
- YWORLD Summer

### Helping Others Reach Financial Stability & Independence
**Total: $471,700**

- GREAT (collaborative)
- Consumer Credit Counseling Services
- Older Adults Unit
- Adult Literacy
- Workforce Development
- Supported Employment
- Women to Work

### Helping Others Access Food and Other Basic Resources
**Total: $843,337**

- RISE
- Victim Services
- Children’s Advocacy Center
- Partnership Village
- Domestic Unit
- Center of Hope
- Nutritional Support Services
- Integrated Services for Seniors
- Housing Services
- Community Navigator
- Women’s Economic Success
- Family Emergency Shelter

### Integrated Service Delivery
**Total Current & Future Investments: $1,069,877**

- Family Success Center
- Integrated Service Network
# United Way of Greater Greensboro Initiatives and Grants 2018-2019

United Way of Greater Greensboro invests in initiatives and awards short-term grants that further our impact on children, adults and families.

## Initiatives and Grants Partners

![Logos of various organizations]

## United Way of Greater Greensboro Initiatives

<table>
<thead>
<tr>
<th>Initiative</th>
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<tbody>
<tr>
<td>Guilford Child Development</td>
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<tr>
<td>NC 2-1-1</td>
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<tr>
<td>Mentoring Matters</td>
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<tr>
<td>Partners Ending Homelessness</td>
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<tr>
<td>Thriving at Three</td>
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<tr>
<td>The Volunteer Center of Greensboro</td>
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## Joseph M. Bryan Human Services Grant

<table>
<thead>
<tr>
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<td>Community Support and Nutrition Program</td>
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<tr>
<td>Detention Center Literacy</td>
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<tr>
<td>Integrated Care Program</td>
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<tr>
<td>Long-Acting Reversible Contraception Project</td>
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## Kathleen and Joseph M. Bryan Community Enrichment and Venture Grant (CEVG)

<table>
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<tr>
<th>Initiative</th>
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<td>Community-Center Health Home</td>
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<tr>
<td>First H.O.M.E.</td>
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<tr>
<td>OTC/Free Pharmacy Program</td>
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</tr>
<tr>
<td>Passion to Purse Program</td>
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</tr>
<tr>
<td>The Family Factor</td>
<td></td>
</tr>
</tbody>
</table>
UNITED WAY OF GREATER GREENSBORO
IS CREATING A BOLD MOVEMENT TO END POVERTY