LIVE UNITED

THERE IS NOTHING NEW ABOUT POVERTY. WHAT IS NEW HOWEVER, IS THAT WE HAVE THE RESOURCES TO GET RID OF IT.

- Martin Luther King Jr.
UNITED WAY OF GREATER GREENSBORO IS LEADING A BOLD MOVEMENT TO END POVERTY
MISSION
To improve lives and create thriving communities by mobilizing and uniting the caring power of greater Greensboro.
As I reflect upon the last two years as Board Chair for United Way of Greater Greensboro, I am filled with tremendous gratitude toward our community.

Your generous support of our strategic approach to ending multi-generational poverty is rejuvenating and strengthens our motivations.

Thanks to you, people are waking up every day with the mission of helping others in our community.

Leading and creating change is challenging.

We are fortunate to have dedicated volunteers and a group of fully committed strategic partners who are all focused on improving the unacceptable level of poverty in our community.

We are also fortunate to have an awesome staff who work hard every day under the inspirational leadership of Michelle Gethers-Clark.

Together, we are producing many positive results. We are tackling the challenges that so many people are facing on a daily basis.

Thank you for your generous support of United Way of Greater Greensboro.

Together there is no doubt that we are lifting people out of poverty one person, one family at a time.

2018 marked the 5th Anniversary of my tenure as CEO. I am grateful for the experiences and support of donors, staff and nonprofit partners.

Together we have delivered almost 650,000 services with the $53 million raised over five years.

Families are being lifted out of poverty. Thank you for giving back to help others.

As we look ahead to the next decade, we must stand firm in our resolve to end poverty.

Our community has all the assets to end poverty.

This is a long-term strategy.

This will be hard.

This will take courage.

This will be our legacy to the nation.

Thank you for being part of the movement to end poverty.
GIVE LOCAL • HELP LOCAL

84,854 SERVICE INTERACTIONS
MOST PEOPLE NEED MORE THAN ONE SERVICE

$10.3m
2018-19 CAMPAIGN: $10,281,000

RETURN ON YOUR INVESTMENT
We spend 7¢ to raise $1.00 and through collaboration, we turn every $1.00 you give into $1.90 of community impact.

STRATEGIC OUTCOMES THAT ARE IMPACTING LOCAL LIVES
You helped United Way create 52 partnerships that supported 74 local programs and initiatives. Below are just a few of the outcomes you made possible in 2018-2019.

- 85% of parents increased time engaging with their children through activities like reading.
- 98% of people connected with a primary care provider and accessed preventative medical services.
- 86% of children and youth achieved on-time grade promotions.
- 81% of adults improved their credit, established emergency savings and followed a budget.
- 81% of adults improved their job readiness and life skills for workplace success.
- 79% of families and adults reported an overall increase in their annual income.
SPRING BREAK WITH A PURPOSE

“I KNEW I WANTED TO BE A PART OF THE CHANGE UNITED WAY IS LEADING IN THIS COMMUNITY.” - ALEXIS WRAY

When most people think of spring break, thoughts of cool water and sunshine come to mind. But for 10 local college students, their time off was full of volunteering and learning what makes United Way and the City of Greensboro so special.

To end poverty, United Way knows reaching, educating and activating local college students is critical. This is exactly why United Way hosts its annual Alternative Spring Break.

Through a competitive application process, this year 10 students from North Carolina Agricultural and Technical State University, Guilford Technical Community College, and University of North Carolina at Greensboro were selected to take part in the program.

Students volunteered in a variety of ways including installing a concrete slab for a new Greensboro Transit Authority bus shelter at United Way’s office. They also got a behind-the-scenes look at the business operations of world-renowned places like the International Civil Right Museum and Center for Creative Leadership.

At the end of the week, all 10 students said they were inspired to get off campus more often and wanted to continue making a difference.

“Through alternative spring break, I saw parts of Greensboro that I had never seen before. It’s exciting to know how innovative and effective United Way’s strategies are to ending poverty in the community,” said Alexis Wray, a North Carolina Agricultural and Technical State University student.

In fact, Alexis was so inspired by her spring break experience, she applied and was selected to serve as a United Way summer intern in the Marketing and Communications department.

“I knew I wanted to be a part of the change United Way is leading in this community.”
THE SOUND OF VOLUNTEERING

“I CARE ABOUT THE WORK UNITED WAY IS DOING. I BELIEVE IN IT, AND I WANT TO USE MY PLATFORM TO BE A PART OF IT.” - J. TIMBER

Local musician, Jonathan Timber, or as many people know him, “J. Timber”, has a tremendous following and has decided to use his voice for more than singing.

Last year an artist painted a mural of J. Timber on the side of a building in downtown Greensboro. After seeing it for the first time, J. Timber said, “I realized what my impact could be in this community and I knew it was time to start crafting my legacy.”

Growing up in Queens, NY, J. Timber’s family struggled to make ends meet. “I didn’t know what it meant back then but my Christmas gifts came in garbage bags. I never knew it was because we were poor.”

When he learned about United Way of Greater Greensboro’s focus on ending poverty, it hit home. “I care about the work United Way is doing. I believe in it, and I want to use my platform to be part of it.”

Last year, J. Timber volunteered to perform his music at United Way’s Community Celebration, Young Leader’s Brunch & Bubbles, and performed at a game night at one of United Way’s Family Success Center.

He even donated his song, “Hazel Eyes,” to the recently released Artists United to END Poverty album, which was a collaboration of The Culture Pushers Founder, Andreo “Fanatic” Heard and United Way.

According to J. Timber, he wants to continue collaborating with United Way’s Young Leaders affinity group. “I see how young professionals are coming up in the community and I want to be an example on how they can leverage their interests and passions to make a difference.”
To be successful in ending local poverty, as the old saying goes... it takes a village.

That’s exactly why on an annual basis, United Way invites all local nonprofits to join our efforts. And, ironically, Partnership Village is one of United Way’s newest strategic partners.

Operated by Greensboro Urban Ministry, it provides housing and supportive services for people who need help getting resettled after being homeless.

“We are so much more equipped to serve people and bring hope with the support of United Way,” said Gin Reid Hall, Director of Partnership Village.

Gin Reid says she’s proud to fit into United Way’s community-wide approach to ending poverty. According to her, on a day-to-day basis, poverty looks like many things and she’s thankful that United Way is strategically pulling together resources that address so many needs.

“I’m grateful that United Way’s volunteers selected us to join the movement to end poverty. I’m proud to be working with so many others who are helping people in our community reach financial stability.”

Gin Reid knows that when people are ready to transition out of her program, that United Way has formed community-wide partnerships that will help them continue their successes.

She says it’s humbling to see people go from feeling hopeless in poverty to expressing pride and joy in their accomplishments.

“Having no more poverty would be the greatest thing that could ever happen.”
**A NEW PLACE TO CALL HOME**

“FAMILY SUCCESS CENTER HAS BEEN A BRIDGE TO BRING ME TO THE LIGHT.” - MULISHO GODSON

Mulisho Godson has faced and overcome odds most people only read about in history books or see reported on the evening news.

After fleeing the war-torn Democratic Republic of Congo and living in a Namibian refugee camp for twelve years, Mulisho decided he wanted to find a peaceful place to call home in America. The US Office of Refugee Resettlement identified Greensboro as his Refugee City and Mulisho made the move in 2015.

After arriving, Mulisho got married, had two children, and quickly found himself facing an entirely new set of odds - landing a job that paid a living wage and finding affordable housing. For many people it is hard to find support. It can be even harder to identify what it takes to become financially stable.

That’s where United Way’s Family Success Centers step in. In one location, the local centers offer bundled services that focus on employment, education, financial skills, health and wellness and basic needs.

In just seven months at one of United Way’s Family Success Centers, Mulisho learned what it took to build a credit score and purchased his first car. Thanks to his positive credit score, he qualified for the City of Greensboro’s down payment assistance program and recently purchased his first home.

Thanks to his coach and peers at Family Success Center, Mulisho is now working to obtain a college business degree and he can’t wait to pay it forward.

“Family Success Center has been a bridge to bring me to the light. I now have another new place to call home. I hope one day to be able to give to United Way to ensure their Family Success Centers are able to help others in the future.”
When it comes to raising awareness and support for ending poverty, United Way of Greater Greensboro corporate campaigns have been foundational partners for nearly a century.

As the workforce continues to evolve, United Way’s ability to align with corporate social responsibilities of both large and small companies remains the same.

That’s why WeaverCooke, a local construction company, has partnered with United Way to help build success stories across the community for over two decades.

“People may think that poverty is an individual issue. However, poverty affects our whole community,” said Margaret Penn, CFO WeaverCooke. From a very early age Margaret was taught the importance of helping others, especially those who are impacted by poverty.

She understands poverty makes it harder for children to learn, graduate from high school, and go to college or trade school. In addition to the individual impact poverty has on people, Margaret says the local workforce is affected and the community loses out on economic growth.

Knowing that every gift counts, Margaret worked hand-in-hand with her coworkers to double their overall giving and this past year WeaverCooke was honored with the All Hands In award from United Way.

“Every year, United Way is making strides to end poverty. It is a generational issue and will take time. However, with such a focused and determined approach, United Way is gaining on it!”

Margaret believes supporting United Way is a great way for people to be connected to the community and thinks her coworkers were inspired to play a role in changing people’s lives.

“It’s a whole community issue and we all need to be part of the solution.”
ARTISTS UNITED TO END POVERTY

JUL. 28 & AUG. 4 - GTCC STUDIO
RECORDINGS OF THE CULTURE PUSHERS
UNITED WAY BENEFIT ALBUM
PHOTOS BY PURPOSE PRODUCTIONS & PHOTOGRAPHY

TRUNK OR TREAT

OCT. 27, 2018 - UNITED WAY
SAFE ENVIRONMENT FOR OVER 3,000 KIDS AND FAMILIES
PHOTOS BY UNITED WAY STAFF
NOV. 19, 2018 - GREENSBORO COUNTRY CLUB
RAISED OVER $60,000 TO END LOCAL POVERTY
PHOTOS BY VANDERVEEN PHOTOGRAPHERS

FEB. 4, 2019 - SALVATION ARMY CENTER OF HOPE
UNITED WAY LAUNCHES ITS SECOND CENTER
PHOTOS BY UNITED WAY STAFF
CAR GIVEAWAY

APR. 7, 2019 - RICE TOYOTA
LOCAL DONOR OF OVER 30 YEARS, WINS A NEW CAR
PHOTOS BY UNITED WAY STAFF

NATIONAL VOLUNTEER WEEK

APR. 8 - 12, 2019 - MULTIPLE CITY LOCATIONS
185 PEOPLE VOLUNTEERED OVER 487 HOURS
PHOTOS BY UNITED WAY STAFF
KEEP POUNDING DAY

MAY 1, 2019 - URBAN MINISTRY
PANTHERS AND US FOODS STAFF SERVED 300 MEALS,
DONATED $1,000 TO UNITED WAY
PHOTOS BY UNITED WAY STAFF

SPEAKER SERIES

MAY 20, 2019 - KOURY CONVENTION CENTER / KEYNOTE: ERNIE HUDSON
RAISED OVER $70,000 TO END LOCAL POVERTY
PHOTOS BY VANDERVEEN PHOTOGRAPHERS

2019 Gwendolyn & Alvin B. Blount Jr. Lifetime Achievement Award given to Mona Edwards
THANK YOU
TO OUR GENEROUS 2018 TOCQUEVILLE SOCIETY MEMBERS

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$500,000 - $999,999
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*Tocqueville Women's Leadership
**Deceased

United Way's Alexis de Tocqueville Society members are visionary leaders who influence sustainable impact and forge new partnerships that create results.

2018 Tocqueville Society Chairs
Jane and Chris Trevey
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
THANK YOU

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TO OUR GENEROUS 2018 CORPORATE LEADERS, FOUNDATIONS & DEDICATED EMPLOYEES

This section is in remembrance of Erin Morgan Beebe, a United Way staff member, who worked with many of our corporate donors. Her caring spirit and contributions to our community will forever be appreciated and never forgotten. To honor her legacy, a Community Room was dedicated in her name at United Way’s office and an endowment has been created that will help fund United Way’s Family Success Centers.

<table>
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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 2019-2020**

**STRATEGIC PARTNERS**

- BCDI
- Big Brothers Big Sisters
- Communities In Schools
- Foster Care to Permanency
- Healthy Moms Health Babies
- HIV Prevention and Care
- Immigrant Health Access Project
- Infant Toddler Program

- Aging Gracefully in Place Program
- Community Nutrition & Support Prog.
- Counseling
- Dental Care Access Program
- Family Factor Program
- Foster Care to Permanency
- Healthy Moms Health Babies
- Healthy Start
- HIV Prevention and Care
- Immigrant Health Access Project
- Infant Toddler Program
- Integrated Behavioral Health
- Peer Supportive Services
- Primary Healthcare for the Uninsured
- Sickle Cell Services
- Teen Parent Mentor Program
- Wise Guys Continuum

**HELPING OTHERS LEAD A HEALTHY LIFESTYLE**

**TOTAL: $1,763,325**
## Helping Others Achieve Education & Character Success

**Total: $1,213,946**

- 21st Century Learning Center at Jackson Middle School
- Extended Learning Opportunity
- Hayes Taylor Summer Day Camp
- Big Brothers, Big Sisters
- Family Literacy
- Junior/Senior Life Skills
- Boys & Girls Club/Project Learn
- Foster Grandparents Program
- Structured Day
- Camp Weaver
- Guilford Teen Court
- Success At School Afterschool
- Dropout Prevention
- Hayes Taylor Afterschool Program

## Helping Others Reach Financial Stability & Independence

**Total: $471,700**

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

## Helping Others Access Food and Other Basic Resources

**Total: $843,337**

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

## Integrated Service Delivery and Innovation

**Total Current & Future Investments: $1,361,444**

- Family Success Center
- Integrated Service Network
United Way of Greater Greensboro invests in initiatives that further our impact on children, adults and families.

### COMMUNITY

**INITIATIVES AND CONTRACTS 2019-2020**

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UNITED WAY OF GREATER GREENSBORO IS LEADING A BOLD MOVEMENT TO END POVERTY
END POVERTY.