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A BLUEPRINT FOR SUCCESS

**“IT’S A WHOLE COMMUNITY ISSUE AND WE ALL
NEED TO BE A PART OF THE SOLUTION” - MARGARET PENN**

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.”