



# Stakeholder Survey Executive Summary

**United Way of  
Greater Greensboro**

*Spring 2020*

# Top Conclusions From 2020 Stakeholder Survey

Donors and community members expressed their thoughts and opinions about social issues and United Way of Greater Greensboro in the 2020 Stakeholder Survey.

From March 2, 2020 to March 13, 2020, 780 donors and 420 community members completed the 26-question online survey.

This summary outlines some of the key questions and results from the survey.

- **Most Significant Issue is Homelessness/Housing:** While homelessness/housing was the most significant issue for donors and the community, the second issue was poverty. United Way of Greater Greensboro will need to actively work to promote awareness of poverty.
- **Poverty Is Considered a Significant Problem:** Although not all donors and community members name poverty as the most significant issue facing the community, nearly all donors and community members agree poverty is a significant problem.
- **United Way Should Lead:** Both donors and community members agree that United Way should take a leadership role in addressing the issue of poverty.
- **Favorable Opinion of United Way:** The majority of donors and community members have a very favorable or somewhat favorable opinion of United Way.
- **People Give to Many Local Nonprofits Addressing Poverty:** United Way will want to reinforce its focus as an organization addressing poverty with donors and consider partnering with the organizations identified by stakeholders as addressing poverty.

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- **Some Donors Don't Understand Their Impact:** To increase dollars raised from current donors, United Way of Greater Greensboro should ensure that all donors understand how their donations impact the community.
- **One-Third of Community Engaged with United Way:** This leaves tremendous potential to cultivate new donors through volunteering and special events.
- **Half of Community Members Gave Previously:** Opportunities exist to recapture lapsed donors, as over half of the community members surveyed gave to United Way of Greater Greensboro in the past.
- **Half of Donors Are Over Age 50:** Older donors make up the bulk of United Way's donor base. United Way should continue to pursue relationships with younger donors while maintaining relationships with donors after they have retired from employers with workplace campaigns.

# Most Significant Issue is Homelessness/Housing

When donors were asked what they think are the three most significant social issues facing residents in the Greensboro area, homelessness/housing was the most frequently mentioned (56.2%) followed by poverty (44.3%).

Community members also named homelessness/housing (57.9%) followed by poverty (37.3%).

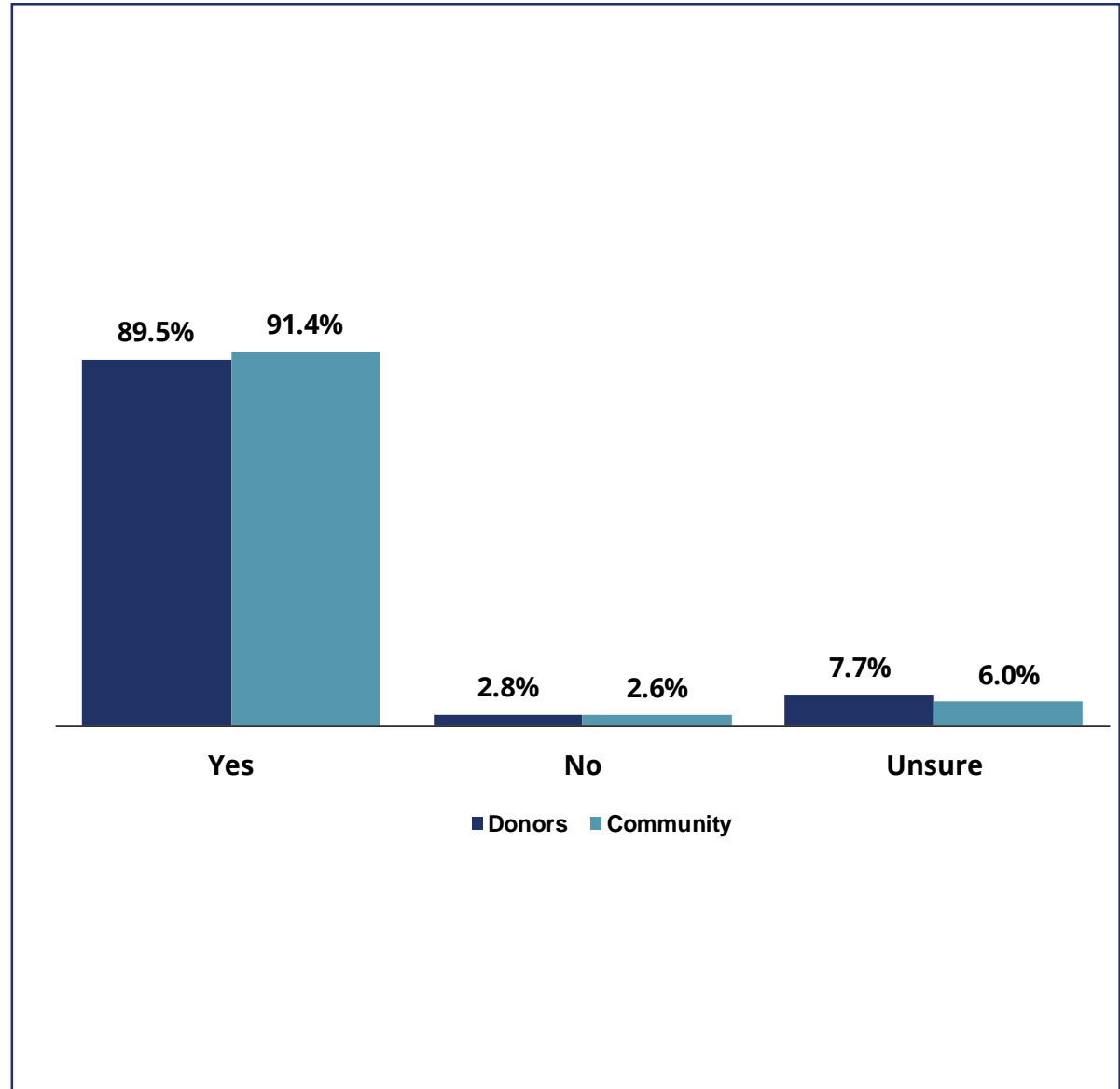
Question: What do you feel are the three most significant social issues facing Greensboro area residents?

<b>Donors</b>		<b>% Total</b>
<b>Homelessness/Housing</b>		<b>56.2%</b>
Poverty		44.3%
Mental health		34.2%
Crime		26.8%
Health care		24.5%
Hunger		21.2%
<b>Community</b>		<b>% Total</b>
<b>Homelessness/Housing</b>		<b>57.9%</b>
Poverty		37.3%
Mental health		34.0%
Crime		29.6%
Health care		27.5%
Hunger		22.3%

*\*These charts equals more than 100%, as respondents were able to name up to three issues.*

## Poverty Is Considered a Significant Problem

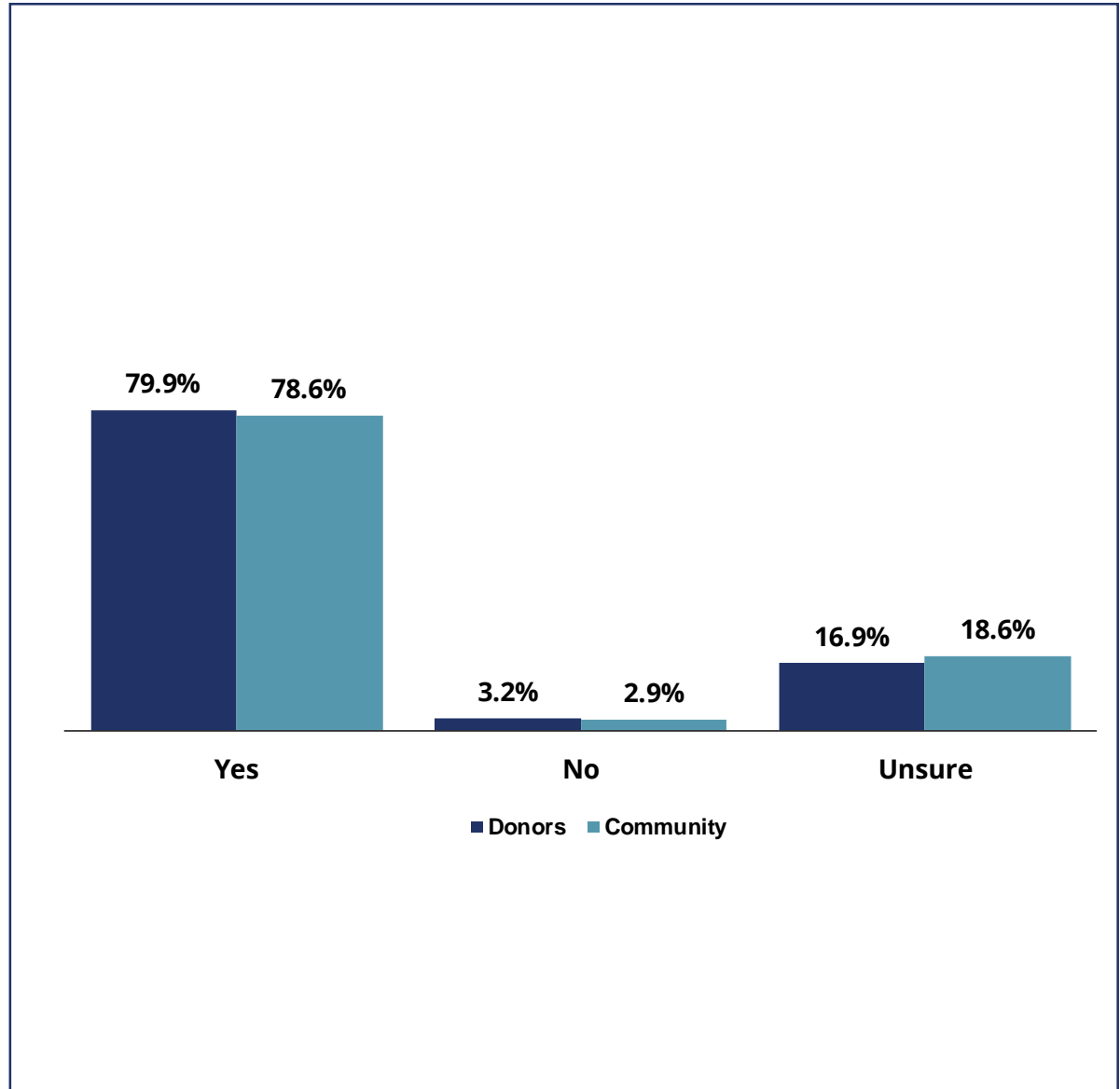
The majority of donors (89.5%) and community members (91.4%) think that poverty is a significant problem in the Greensboro area.



Question: Do you believe poverty is a significant problem in the Greensboro area?

## United Way Should Lead

The majority of donors (79.9%) and community members (78.6%) think that United Way of Greater Greensboro should take a leadership role in addressing poverty.



Question: Do you feel United Way of Greater Greensboro should take a leadership role addressing poverty in the Greensboro area?

## Favorable Opinion of United Way

The majority of donors (61.5%) have a very favorable opinion of United Way, while close to one-third (30.9%) have a somewhat favorable opinion of United Way.

Close to one-third (32.4%) of community members have a very favorable opinion of United Way, while less than one-half (41.6%) have a somewhat favorable opinion of United Way.

	Donor % Total	Community % Total
Very favorable	61.5%	32.4%
Somewhat favorable	30.9%	41.6%
Somewhat unfavorable	4.1%	7.7%
Very unfavorable	0.9%	2.3%
Unsure	2.6%	15.9%

Question: What is your overall opinion of United Way of Greater Greensboro?

# People Give to Many Local Nonprofits Addressing Poverty

Three-quarters of donors (76.7%) and nearly two-thirds of community members (65.5%) reported that they had given to a local nonprofit working to address poverty at some point in the last two years.

Although both donors and community members reported giving to a wide variety of nonprofits, both groups consistently listed United Way, Greensboro Urban Ministry, Salvation Army, Goodwill, and local food banks.

Question: In the past two years, have you donated to any local nonprofit organizations that are working on reducing poverty in the Greensboro area?

## **Donors**

*United Way (253 respondents)*  
*Greensboro Urban Ministry (91 respondents)*  
*Church (79 respondents)*  
*United Way of Greater Greensboro (63 respondents)*  
*Salvation Army (63 respondents)*  
*Goodwill (39 respondents)*  
*Interactive Resource Center (34 respondents)*  
*Food Banks (22 respondents)*  
*Habitat for Humanity (19 respondents)*  
*A Simple Gesture (18 respondents)*  
*Family Service of the Piedmont (17 respondents)*  
*YWCA (15 respondents)*  
*Backpack Beginnings (15 respondents)*  
*Reading Connections (13 respondents)*  
*Out of the Garden Project (12 respondents)*  
*YMCA (12 respondents)*

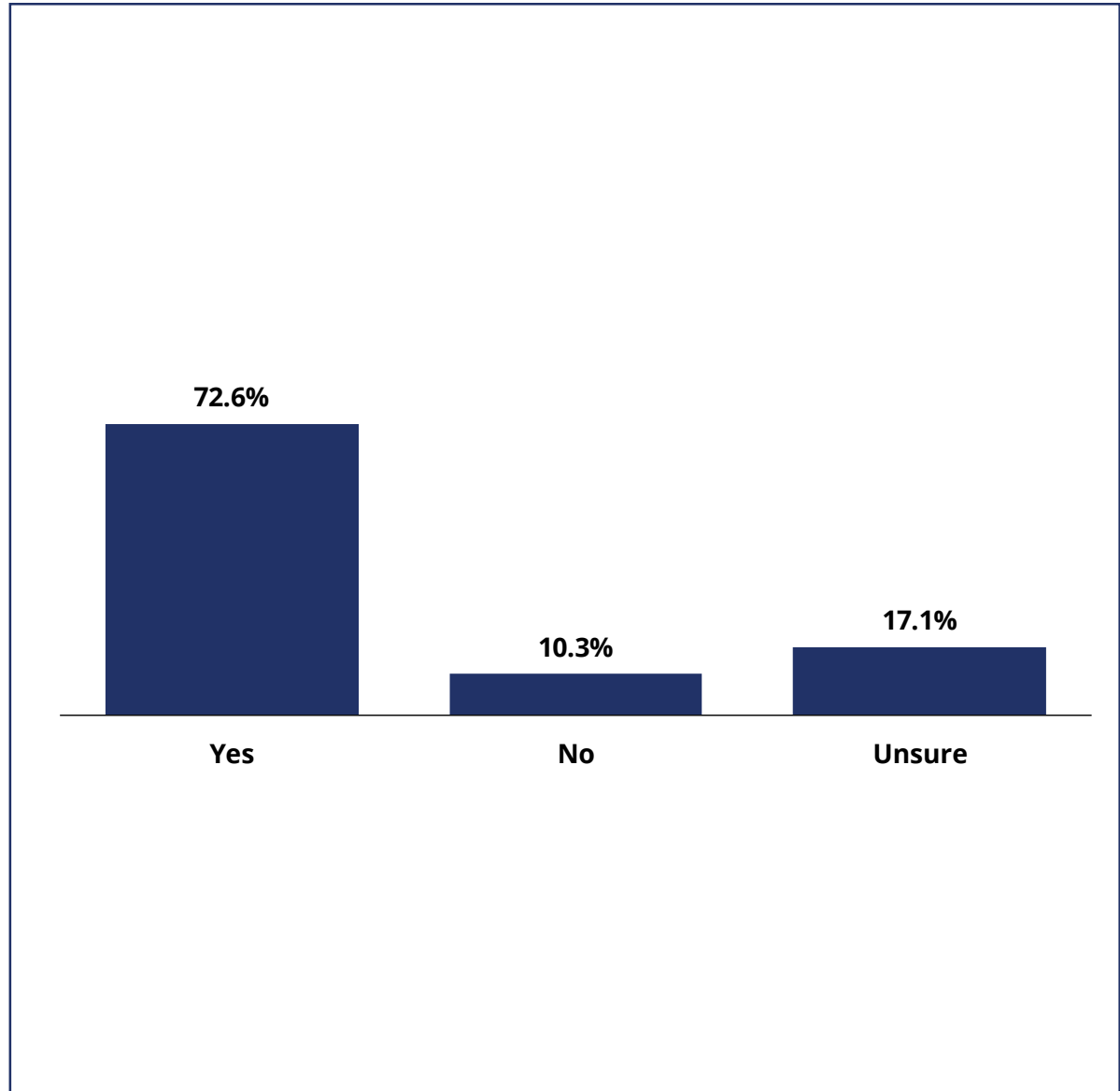
## **Community**

*United Way (99 respondents)*  
*Greensboro Urban Ministry (52 respondents)*  
*Salvation Army (28 respondents)*  
*Church (25 respondents)*  
*United Way of Greater Greensboro (20 respondents)*  
*Goodwill (18 respondents)*  
*Interactive Resource Center (15 respondents)*  
*Food banks (14 respondents)*



## Some Donors Don't Understand Their Impact

Nearly three-fourths of donors (72.6%) feel that they understand the impact of their donation on the community. Slightly more donors felt unsure whether they understood the impact of their donations (17.1%) compared to donors who felt they did not understand the impact of their donation (10.3%).



Question: Do you understand the impact your donation to United Way of Greater Greensboro has made in your community?

# One-Third of Community Engaged with United Way

One-third (34.4%) of community members have engaged with United Way of Greater Greensboro in the past year through special events, volunteering opportunities, advocacy, or some combination of those activities.

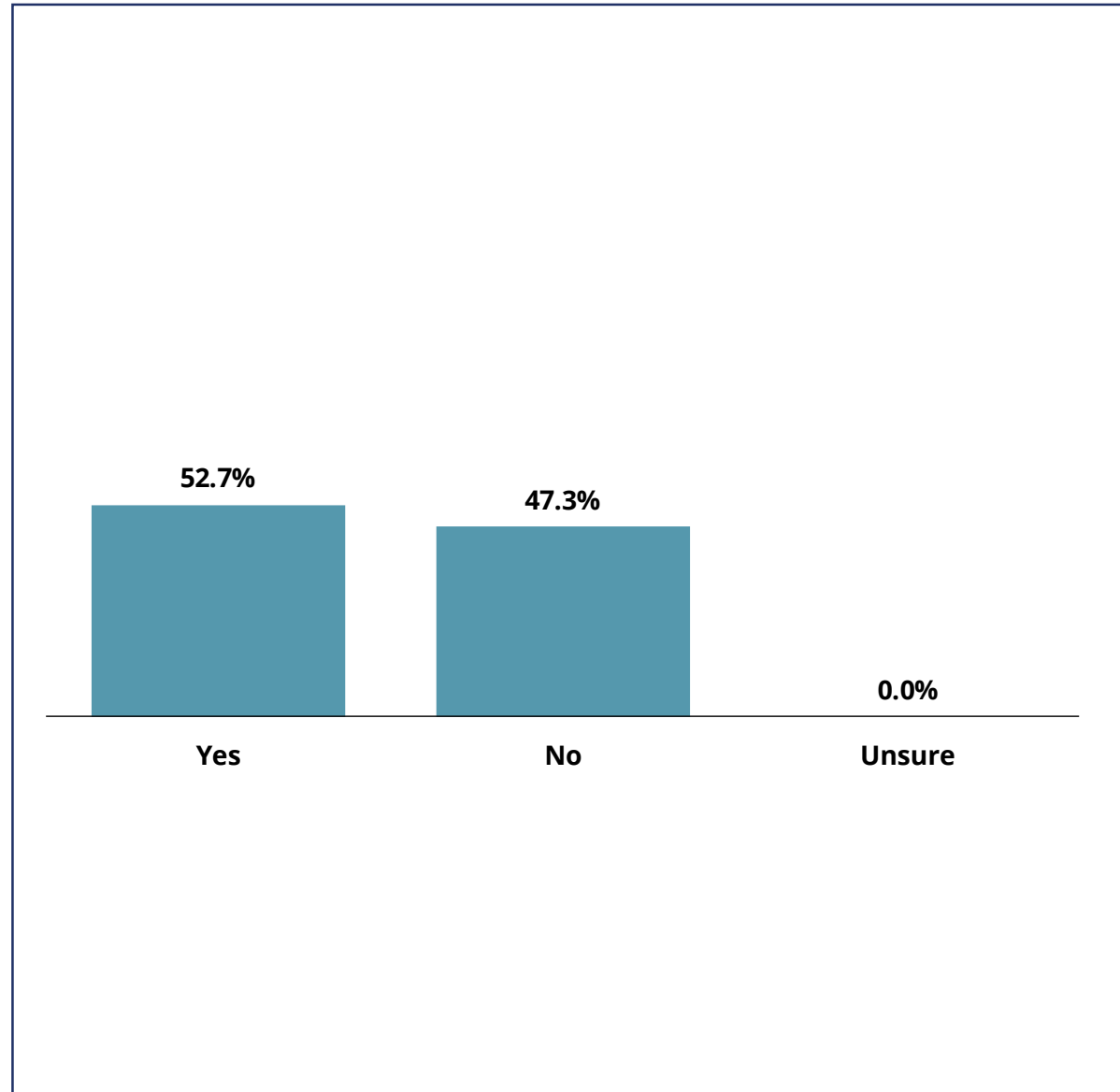
	% Total
I have not engaged with United Way of Greater Greensboro	65.6%
I have attended a special event organized by United Way of Greater Greensboro	27.9%
I have advocated for/with United Way of Greater Greensboro	12.2%
I have volunteered for United Way of Greater Greensboro	4.9%

*\*This charts equals more than 100%, as respondents were able to select multiple responses.*

Question: In the past year, how have you engaged with United Way of Greater Greensboro? (check all that apply)

## Half of Community Members Gave Previously

Half (52.7%) of all community members indicated that they had donated to United Way of Greater Greensboro at some point in the past. The other half (47.3%) of donors indicated that they had not given to United Way of Greater Greensboro in the past.



Question: Have you ever donated to United Way of Greater Greensboro?

## Half of Donors Are Over Age 50

More than half of donors (53.7%) are 50 years old or older. Less than one-third of donors are between the ages of 35 and 49, while 11% of donors are between the ages of 18 and 34.

	Donor % Total
18 to 34	11.0%
35 to 49	29.1%
50 to 64	37.7%
65+	16.0%
Prefer not to answer	6.2%

Question: What is your age?

# Perspectives Consulting Group, Inc.

This summary includes key questions and results from the 2020 Stakeholder Survey.

This summary does not include every question and every result from the survey.

The complete survey and all results are available separately for your reference.

Founded in 1987, Perspectives helps United Ways grow their relevance, sustainability, and impactfulness using the Issue Focus Model.

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