Response to Coronavirus / COVID-19

• In times of disaster, City of Greensboro and Guilford County officials include United Way in their response efforts.

• At the City’s request, we led collaborative efforts to form the Greensboro Virus Relief Taskforce and helped raise and distribute over $2.2 million to over 100 local nonprofits helping thousands of people and businesses. Six priorities areas include: Food insecurities, education interruptions, employment reductions, housing vulnerabilities, medical access and business disruption.

• At the request of Guilford County, we formed a taskforce to help officials review and distribute an additional $3 million in federal CARES Act grants.

Response to racial equity and justice

• United Way of Greater Greensboro has led four community conversations around racial equity and justice to identify issues and common themes that need to be addressed in order to create systematic change. These findings are being shared with community members, leaders and corporations. Additionally, we are trying to identify and connect people who are willing to volunteer, with leaders and organizations addressing issues.

• Internally, we are examining policies, procedures and bylaws to continue a culture of racial equity.

• Externally, we are evaluating the way we partner to ensure our collaborations and strategies are inclusive and support systems-wide change.

Time to focus on recovery: Our movement to end poverty is more important than ever before

• We’ve witnessed a pandemic thrust many people into poverty. And we’ve heard the voices of people who have been systematically forced into poverty for centuries.

• Prior to the pandemic, over 57,000 people in greater Greensboro were living in poverty and that number is undoubtedly increasing as families and businesses struggle with COVID-related unemployment and economic impacts.

• Prior to the pandemic, 25% of Greensboro children were already living in poverty, and Greensboro ranked 31% above the national poverty average.

• Poverty makes it harder to graduate high school, succeed in college and build a career.

• When communities have high rates of poverty, business and economic development suffers, the need for public assistance increases and crime rates are higher.

How we’re ending poverty

• United Way of Greater Greensboro is the only local non-profit with a holistic approach to ending poverty.

• We create partnerships and initiatives that work together to end poverty.

• We connect people to opportunities we all deserve like housing, jobs, education and healthcare.
United Way Family Success Centers

- We’re ending poverty at two Family Success Centers, where children and adults are receiving coordinated services in one location.

- Our Family Success Centers partner with families to support their transition from poverty into financial stability through personalized coaching and strategically bundled and sequenced services offered in a central location.

- The FSC model was built on four main principles: 2-generational, place-based, one-stop-shop, and long-term case management. A unique component of this approach is the offering of transportation assistance and high-quality child development services, free to FSC members participating in on-site programming, in order to remove the top participation barriers.

2-1-1

- When someone in need dials 2-1-1, we’re ending poverty by connecting them to an operator who offers local services that help.

- This United Way service is offered 24/7/365 and has been used to manage recent tornado and coronavirus needs.

Volunteer-led strategy: partnerships & investments

- We’ve created a community-wide network of initiatives and partners that provides a path to financial stability at any stage of life.

- Every year, United Way accepts grant applications from local nonprofits through an open and competitive process.

- Volunteer-led committees select and recommend programs based on their abilities to produce outcomes that reduce the number of children, families and adults living in poverty. United Way’s volunteer board of directors makes the final funding decision.

98 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 98 years, we’ve helped meet the needs of tens of thousands of children, families and adults in greater Greensboro.

Ways to get involved

- GIVE - support our efforts with a gift.

- ADVOCATE - Help share our message and advocate for needed changes.

- VOLUNTEER - Make an impact in someone’s life through one-time, or ongoing volunteer opportunities. Become a mentor.

- Serve 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 $500 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.