YOU ARE A LIGHT. YOU ARE THE LIGHT. NEVER LET ANYONE – ANY PERSON OR ANY FORCE – DAMPEN, DIM OR DIMINISH YOUR LIGHT.

- John Lewis
UNITED WAY OF GREATER GREENSBORO CREATES PARTNERSHIPS THAT ARE WORKING TOGETHER TO END LOCAL POVERTY
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And executive leadership

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MISSION
To improve lives and create thriving communities by mobilizing and uniting the caring power of greater Greensboro.
A YEAR IN REVIEW

Speak up for those who cannot speak for themselves. - Proverbs 31:8

KIMBERLY GATLING
2019 Chair, Board of Directors

Not all of us can do great things, but we can do small things with great love. - Mother Teresa

MICHELLE GETERS-CLARK
President and CEO
United Way created 30 partnerships that supported 59 holistic programs and initiatives. Below are just a few outcomes you made possible in 2019-20. Some people receive multiple services.

**YOUR IMPACT**

**Outcomes and success stories**

More than 30,000 people received basic needs support
- 3,000+ adults and families received housing and shelter.
- Over 13,000 adults and families were protected from physically dangerous situations.

Over 3,000 people took steps toward financial stability and independence
- Over 1,800 adults improved their job readinesses and/or landed a new job.
- 500+ adults became more financially secure through effective budgeting and/or legal help.

Nearly 3,000 youth achieved educational success
- Close to 300 children received supports that prepared them to excel in kindergarten.
- Over 1,800 students improved their skills, social development and school attendance.

More than 20,000 people received support to lead a healthy lifestyle
- 600+ parents received prenatal and preventative care for infants and children.
- Over 14,000 people overcame barriers, decreased risks, and accessed needed services.

56,000+ people helped
25,951 volunteer hours
$10.6m raised in 2019-20
“Three Generations of Hope” - Harriet, Ashley and Zendaya are building brighter futures thanks to United Way’s Family Success Center. Photo: United Way staff
With a desire to build better futures, Harriet Coffey and her daughter, Ashley, joined one of United Way of Greater Greensboro’s Family Success Centers. These Centers take a generational approach to ending poverty by offering children and adults free bundled services in one location.

The mother and daughter duo were paired with a caring coach who helped them develop personal goals. They quickly began attending career, money management, computer, and education classes. Ashley’s own daughter, Zendaya, was also enrolled in an on-site education program and three generations of the Coffey family began thriving.

Thanks to newfound skills, Harriet landed a job, and Ashley successfully earned a GED and began pursuing her own career. However, the Coffey family was dealt a heartbreaking blow when Harriet’s youngest daughter unexpectedly died from complications related to diabetes.

According to Harriet, the emotional struggle caused tremendous stress and the once-thriving family began losing hope. “We were devastated. It was hard to stay motivated,” said Harriet.

Amidst the struggle, the COVID-19 pandemic forced Harriet to overcome yet another hurdle. Due to safety precautions, she was forced to begin working remotely, but the motel room they were living in lacked Internet access. Determined not to lose her job, Harriet set up a temporary work desk at a friend’s home and called her Family Success Center coach for advice.

“We reached out to our Family Success Center coach and he was a Godsend when we needed it the most,” said Harriet. The coach advocated on the family’s behalf and linked them with partners that provided assistance. Harriet was quickly approved to lease an apartment with Internet access and was able to maintain her job.

With renewed hope, Ashley now plans to honor her sister’s memory by one day becoming an endocrinologist to help people who are struggling with diabetes. “It’s nice to have people who will actually listen to you and encourage you. So many people don’t have access to the things they need, but thanks to United Way, our family has access and hope,” said Ashley.
“Aha!” - Parents and students had to discover new ways to learn during the pandemic. Photo: Guilford County Schools
When the COVID-19 pandemic began, City of Greensboro officials reached out to United Way of Greater Greensboro to lead collaborative response efforts and the Greensboro Virus Relief Taskforce was quickly formed.

The Taskforce, co-chaired by City and United Way leadership included representatives from across the community. Thanks to collaborative efforts, the group raised and granted over $2.5 million to over 100 local nonprofits helping thousands of individuals and families.

One of the largest populations impacted were students and families who had to transition to online learning at home. Many families scrambled to find laptops and learning devices that would support their new virtual realities.

“A crisis like this calls us to think outside of the box to make sure no one is forgotten and that’s exactly what the Taskforce came together to do,” said Winston McGregor, executive director at Guilford Education Alliance (GEA).

GEA was one of the first local nonprofits to receive assistance. The Taskforce granted $100,000 to its Laptop Project providing 1,300 laptops to families and students throughout Guilford County Schools.

Whether it’s addressing the root causes of poverty, or responding to a disaster, for 98 years, United Way of Greater Greensboro has humbly pulled people together to solve the community’s greatest needs.

“Schools could not have done this alone and thanks to United Way’s leadership, and generosity of many donors, our community quickly came together to make sure children had the tools necessary for learning to continue.”
“An Iconic Moment” - After Kevin’ Greene’s photo went viral, he happily offered its use to United Way. Photo: Kevin Greene, Alpha Shots Photography
I think it’s more important than ever to be a part of my community, to spread positivity and love to people that need to be uplifted during these times. - Kevin Greene

The City of Greensboro is no stranger to iconic moments. When four NC A&T State University students sat down at a lunch counter in 1960, they sparked the Civil Rights Movement. And when Kevin Greene recently snapped a black and white photo of a black man and white girl holding hands, the City was at the center of another iconic moment.

The photo was taken during a peaceful protest seeking racial equity and justice. It became a symbol of hope and quickly went viral. Kevin’s photo was featured in social media feeds and news outlets around the world. Thanks to Kevin’s desire to help his community, the iconic photo is also featured in United Way of Greater Greensboro’s latest awareness video, We are UNITED.

In response to the renewed racial equity and justice movement, United Way held a series of virtual discussions and conducted a survey to identify ways the community can work together. In its ongoing efforts to end local poverty, United Way is committed to addressing racial inequities that have long contributed to generational poverty.

When Kevin learned of these efforts, he offered the iconic photo to United Way to use in its outreach efforts. “I think it’s more important than ever to be a part of my community, to spread positivity and love to people that need to be uplifted during these times. I am honored to share my work with United Way to help spread this message,” said Kevin.

Taking photos isn’t the only way Kevin makes an impact in the community. He’s worked as an elementary school music teacher, United States Marine Musician, and is currently the band director at Northwest Guilford Middle & High Schools.

As an educator, Kevin believes United Way’s efforts to end poverty are important because there are children living without access to quality housing, food, supplies, and the daily necessities to be successful in school and life.

“These are challenges that children should not have to face, but is all too common in our community. Through my work as a photographer and educator, I hope to lend a helping hand in this ongoing battle against poverty.”
“Leading the Way” - As Triad Regional President, Cantey Alexander is eager to help Truist Financial make a positive difference. Photo: Truist Financial
“Our dedication to helping local communities build better futures is unwavering, and we’re proud to partner with United Way to truly make a difference” - Cantey Alexander

When the COVID-19 pandemic emerged, Truist swiftly responded, introducing Truist Cares, a cooperative effort between Truist, the Truist Foundation and the Truist Charitable Fund to provide $50 million in grants to nonprofits helping communities during the crisis.

United Way of Greater Greensboro received a $120,000 Truist Cares grant for its collaborative response efforts through the Greensboro Virus Relief Fund.

When people across the nation began working together to address racial equity and justice, Truist partnered with United Way Worldwide and launched a national awareness campaign that delivers a powerful message of unity and encourages communities to LIVE UNITED.

“Our dedication to helping local communities build better futures is unwavering, and we’re proud to partner with United Way to truly make a difference,” said Cantey Alexander, Truist Triad Regional President.

Truist is committed to empowering families to become financially stable, which is why Truist Foundation continued its efforts by supporting United Way’s innovative Family Success Centers with a $32,000 grant.

Prior to the merger of BB&T and SunTrust to become Truist, employees from both companies had a long history of generously supporting United Way and consistently volunteering throughout the community. According to Cantey, Truist is looking forward to strengthening its partnership with United Way and supporting its efforts to end poverty in the area.

“As a bank, we invest resources to help improve people’s lives. It’s nice to know that when we support United Way, our investments are lifting area children and families out of poverty. The greater Greensboro community is a great place to live and offers tremendous potential to its residents. Thanks to United Way, that potential exists for everyone.”
CONE LOLLAPALOOZA

AUG. 18, 2019 - CONE HEALTH
EMPLOYEE CAMPAIGN KICKOFF
PHOTOS BY UNITED WAY STAFF

TRUNK-OR-TREAT

OCT. 27, 2019 - UNITED WAY
SAFE ENVIRONMENT FOR OVER 4,000 KIDS AND FAMILIES
PHOTOS BY UNITED WAY STAFF
TOCQUEVILLE SOCIETY

NOV. 14, 2019 - KELLY & HOYLE HOME
ANNUAL TOCQUEVILLE CELEBRATION
PHOTOS BY VANDERVEEN PHOTOGRAPHERS

100 MALES MENTORING

JAN. 16, 2020 - GSO COLISEUM
CITY MANAGER COLLABORATION KICKOFF
TO INCREASE MENTOR RELATIONSHIPS
PHOTOS BY UNITED WAY STAFF
GAME NIGHT

FEB. 3, 2020 - UNITED WAY FAMILY SUCCESS CENTER
YOUNG LEADERS VOLUNTEER GAME NIGHT
PHOTOS BY UNITED WAY STAFF

ALT SPRING BREAK

MAR. 2-6, 2020 - MULTIPLE CITY LOCATIONS
COLLEGE STUDENTS VOLUNTEERED AND HAD BEHIND
THE SCENES ACCESS TO LOCAL BUSINESSES
PHOTOS BY UNITED WAY STAFF
MASK GIVEAWAYS

APR. 29 & MAY 6 - UNITED WAY
DISTRIBUTED 9,000 FACE COVERINGS IN
RESPONSE TO CORONAVIRUS
PHOTOS BY UNITED WAY STAFF

RACIAL EQUITY

JUN. - AUG. 2020 - ZOOM MEETINGS
SERIES OF FOUR VIRTUAL COMMUNITY CONVERSATIONS ATTENDED
BY HUNDREDS TO SUPPORT COLLABORATIVE SYSTEMIC CHANGES

Welcome to United Way of Greater Greensboro’s Community Conversation

RACISM
leads to
ECONOMIC DISPARITIES
manifesting as
LOW WAGES • FOOD DESERTS • HOUSING SHORTAGE • EMPLOYMENT BARRIERS • TECHNOLOGY SHORTAGE • MASS INCARCERATION • LIMITED HEALTHCARE • DECLINING EDUCATION INVESTMENTS • POLICING • INEQUITY IN FINANCIAL SERVICES • POVERTY •
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United Way’s Alexis de Tocqueville Society Members are visionary leaders who influence sustainable impact and forge new partnerships that create results.

2019 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.

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

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Ann and Ben Zuraw

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Ms. Christina Simpson
Adriane Singleton
Ms. Louise Skillman
Ms. Allison Slaby
Mr. James Slater
Sarah and Mark Smith
Ms. Barbara Smith
Ms. Patricia E. Smith
Ms. Valerie Snell
Carole H. and John K. Snider
Mary Davie and Stan Speckhard
Allison C. Spooner
Ms. Emily Stafford
Ms. Emily Stamey
Mark and Elizabeth Stauffer
Ken and Patti Stiles
Ms. Susan W Stinson
Ms. Pamela V. Stockard
Ms. Rayna Stoycheva
Ms. Betty G. Stubbins
Mr. Brian Styers
Summit Rotary Foundation
Cilie Sutton
Nora and John Swofford
Anne Symonds
Syngenta
Ms. Katherine B. Tate
Ms. Robin Taylor
Ms. Shonita R. Taylor
Charles and Diana Terrell
Tricia Teter
The Coach and Kate Spade
Foundations NYTapestry
The Edward M. Armfield, Sr.
Foundation
The P & G Fund of The Greater
Cincinnati Foundation
John and Jennifer Thomas
Ms. Carol H. Thompson
Ms. Margie E. Thompson
Tammi and Kevin Thurm
Ms. Gloria A. Tiffany
Dennis and Lynne Toman
Paul and Ellen Tommasi
Triad Business Bank
John and Debbie Troxler
Truist Foundation
Mrs. Mary Truslow
Mr. Ronald Tuccheri
Ms. Rebecca Ulmsten
United Way Worldwide
Ms. Susan Van Dorn
Mr. Martin Van Hasselt
Mr. William Van Ormer
Ms. Elizabeth W Vannoy
Ashley and Richard Vanore
Robin and Robert Voci
Volvo Group of Companies
Vulcan Materials Company
Ashlee Wagner
Ms. Adrienne Wagner
Mr. Prynce Walden
Melissa Waldron
Ms. Betty M. Walker
Ms. Mary M. Walker
Ms. Rebecca Walker
Mr. Fred Wallace
Ms. Beverly J. Wallace
Kaoru Waltman
Mr. Chester Wasik
Eileen King Watson in memory of
Joseph and Dorothea King
Gilda Watts
Jerry and Linda Wearb
Weaver Foundation
Mr. Eric J. Weaver
Marvin and Emma Weems
Mr. James Weinel
Wells Fargo
Jim Westmoreland
Julia E. (Judy) White
Ms. Edna Dunn White
Ms. Katherine Inman White
Sue White
Ms. Rosina M. Whitfield
Ms. Patricia C. Whitsett
Judy and Bob Wicker
J. Kent Williams
Dr. Kathleen Williams
Ms. Edith L. Williams
K & G Williamson
Ms. Mary A. Willingham
Ms. Susan Wilson
Blair E. Wisco
Eric and Susan Wiseman
Mrs. Clarettta M. Witherspoon
Ms. Marilyn Wolf
Stephen Wortz
Mrs. Dawn Yvette Womack
Elma Wood
Kim and Chris Woodard
Ms. Leta P. Wright
Ms. Tandrea Wright
Ms. Heather Wright-Borso
Mrs. Germaine B. Yahn
Mrs. Sharon M. Yancey
Ms. Gwendolyn B. Yates
Ms. Rebekah Yokeley
Ms. Tawhera Zalal
Edgar and Stacey Zimmerman
Emily Zoch
FINANCIAL

Strength 2019 - 2020

Figures below are unaudited as of publication. Copies of our most recent 990 and audited financial statements are available online at UnitedWayGSO.org or at our office during working hours.

$10,600,000 TOTAL REVENUE

93% COMMUNITY GIVING

7% OTHER REVENUE

81.1% COMMUNITY FUNDED PROGRAMS AND FUTURE INVESTMENTS

18.9% OVERHEAD

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.
COMMUNITY
Investments 2020 - 2021

United Way of Greater Greensboro's strategic investment model for ending poverty supports local programs that work together to have a holistic long-term impact on children, adults, and families.

STRATEGIC PARTNERS

HELPING OTHERS LEAD A HEALTHY LIFESTYLE
TOTAL: $1,374,326

- Adult Day & Caregiver Support Svcs.
- Aging Gracefully in Place Program
- Community Nutrition & Support Prog.
- Youth 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 Achieve Education Success

**Total: $946,150**

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

### Helping Others Reach Financial Stability & Gain Employment

**Total: $657,519**

- Adult Literacy
- Adult Secondary Education
- Community Offender Resource Program
- Consumer Credit Counseling Services
- Employment & Financial Stability
- HIRE (collaborative)
- Homeowner Services
- Senior Law Project
- Supported Employment
- Women to Work

### Helping Others Access Food and Other Basic Resources

**Total: $843,337**

- Children's Advocacy Center
- Clara House Domestic Violence Shelter
- Domestic Unit
- Family Emergency Shelter
- Home Repair Program
- Housing Services
- Integrated Services for Seniors
- Nutritional Support Services
- Shelter to Success (Center of Hope)
- Victim Advocacy Services
- Women's Economic Success

### Integrated Service Delivery and Innovation

**Total Current & Future Investments: $548,205**

- Family Success Centers
- Integrated Service Network
UNITED WAY OF GREATER GREENSBORO INITIATIVES

INITIATIVES AND CONTRACT PARTNERS

TOTAL: $1,342,760

2-1-1: United Way of North Carolina

Best Summer Ever Summer Camp

Guilford Child Development

Mentoring Matters

Partners Ending Homelessness

The Volunteer Center of the Triad

Thriving at Three
UNITED WAY OF GREATER GREENSBORO CREATES PARTNERSHIPS THAT ARE WORKING TOGETHER TO END LOCAL POVERTY
End poverty.

Greater Greensboro