THERE’S A NEW GOAL IN TOWN
DEVELOPED BY THE COMMUNITY • FOR THE COMMUNITY

As a community united in equity and lasting solutions, 3,000 households in greater Greensboro will leave generational poverty by 2030.

Our community has spoken
For over a year, United Way of Greater Greensboro listened to, and collaborated with, thousands of people in our community to take our efforts of ending local poverty to the next level.

This Bold Goal incorporates diverse feedback gathered through:
• A community-wide survey
• Community conversations about race and equity
• Volunteers and focus groups

These facts are unacceptable:
• More than 57,000 people in greater Greensboro are living in poverty - including one out of every four children in Greensboro.
• There are neighborhoods in our community where over 40% of the population has lived in poverty for multiple generations.
• Poverty is relentless and decades of systemic issues have disproportionately impacted people of color.

Imagine when we work together:
More than 300 households per year could leave poverty over the next nine years!

United we will achieve the Bold Goal by:
Creating and funding strategic partnerships with proven outcomes that provide education, training, and supports to help people get jobs that can provide for their households.

Continuing to operate our nationally recognized Family Success Centers where children and adults are receiving coordinated services in one location.

Developing a county-wide, mobile-friendly network that will connect people to services, and coordinators who will help them identify, track and achieve their personal goals of leaving poverty.

IT’S TIME TO BE BOLD
Scan to learn more, take action and make a donation today.

End local poverty
3,000 households by 2030

www.UnitedWayGSO.org • @UnitedWayGSO
Local impact for 99-years and counting