As a community united in equity and lasting solutions, 3,000 households in greater Greensboro will leave generational poverty by 2030.
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MISSION
To improve lives and create thriving communities by mobilizing and uniting the caring power of greater Greensboro.
ANNUAL REFLECTIONS

As we look back over last year we are filled with gratitude and confidence for the future. The greater Greensboro community stepped up in big ways to support our holistic strategy to end local poverty. As a result, thousands of children, adults and families are receiving the support and hope they need.

Thanks to your generosity, our neighbors are receiving basic needs support, taking steps towards financial stability, achieving educational success, and leading healthier lifestyles.

Last year was also filled with historic milestones.

United Way’s approach to ending poverty, coupled with our demonstrated outcomes were nationally recognized when philanthropist and author MacKenzie Scott gifted our organization $10 million. Learn more about the impact of this gift in an enclosed story.

While Ms. Scott’s gift is amazing, it is the historic support of our community and strategic partners who made it possible. It is this local support that will sustain our efforts well into the future, which includes a new community-developed and inspired Bold Goal.

This new goal includes input from thousands of community members and sets forth a bold target of 3,000 households leaving poverty by 2030. Discover more about this goal and how we as a community will achieve it in the center spread of this report.

We also wrapped up our collaborative efforts of leading the Greensboro Virus Relief Taskforce. The Greensboro community came together to raise and distribute $2.6 million to over 100 organizations helping thousands of people.

In the coming months, United Way of Greater Greensboro will celebrate 100 years of turning your compassion into community change. We invite you to stay tuned for more history in the making.

In service and collaboration - Brian and Khari.

BRIAN PIERCE
2021 Chair, Board of Directors

KHARI GARVIN
President and CEO
YOUR IMPACT

Outcomes and success stories

Last year United Way created 31 strategic partnerships and initiatives that supported 61 holistic programs that are working together to end local poverty across our entire community. Below are just a few outcomes you made possible in 2020-21. Some people receive multiple services.

14,677 people received basic needs support
• 3,700 adults and families received housing and shelter.
• Over 7,700 adults and families received support to stabilize a crisis.

3,594 people took steps toward financial stability and independence
• 1,600+ adults were placed on a path to family-sustaining wages through employment.
• 1,900+ adults got financial counseling and/or legal help to become more financially secure.

7,109 youth achieved educational success
• 6,000+ youth received mentoring and/or supportive learning services.
• 800+ parents received services to help their children start kindergarten developmentally on track.

21,769 people received support to lead a healthy lifestyle
• 600+ parents, infants and children received prenatal and preventative care.
• Over 19,000 people overcame barriers, decreased risks, and accessed needed services.

993 adults and children were served at United Way’s two Family Success Centers
• 67 adults obtained a new or better job, and 64 completed money management classes.
• 80 families received household, hygiene, and/or food supplies to support basic needs.

4,399 people called United Way’s 2-1-1 hotline to access local services
• 2,828 people were referred to housing, shelter, and/or utilities services.
• 916 callers were referred to health care, and/or food supports.
“Let’s Talk” - Blanche Cheeley believes helping people have honest financial conversations can help end local poverty. Photo: United Way Staff
REAL TALK - REAL CHANGE

“It starts with one family at a time to change one generation at a time.” - Blanche Cheeley

Blanche Cheeley grew up in a household of siblings and watched her mother and grandmother shoulder heavy burdens and stretch dollars to provide the basics. Inspired by their resilience, and her own mentors, Blanche developed a passion for numbers and built a career as a successful financial planner.

When she learned about United Way of Greater Greensboro’s efforts to end local poverty, Blanche knew she could combine her passion for community, flair for finance, and lived experience to make a difference. Blanche, who serves as vice chair of United Way’s Women United affinity group, doesn't shy away from talking to people about her past, and always does so to inspire whomever is listening.

It comes as no surprise that Blanche used her talents to create Real Talk, an ongoing series of open financial discussions that provide women and their families with a safe and effective platform to learn. The program is offered at United Way’s Family Success Center, where children and adults are offered multiple services in one location.

Rooted in the examples of her past, Blanche finds pride in showing others how to build wealth and to prepare for life’s unexpected costs. Participating women and their families gain direct access to tools and expertise to help them plan for more fruitful financial futures.

According to Blanche, talking about finances can be uncomfortable for some people, however “talking about financial planning and insurance is important for everyone. Real Talk removes barriers to these conversations. I wanted to offer a place where real discussions happen in a safe space.”

Increasing financial skills and understanding is a critical component United Way’s holistic approach to ending local poverty, and Blanche knows the seeds she plants today will be fruitful in the future. “I believe that ending poverty is possible. It starts with one family at a time to change one generation at a time.”
"Mr. Sutton was the one who kept me going. I don’t think I would have graduated without his support," - Dominique Alexander

As a retired NC A&T State University basketball coach, Bill Sutton is no stranger to offering young men motivation, and as a young man navigating the ups and downs of life, Dominique Alexander is always looking to improve his game.

The two have formed a lasting relationship through United Way of Greater Greensboro’s African American Male Initiative (AAMI), which is a component of the organization’s Mentoring Matters program. With the support of Communities in Schools, AAMI is offered to students at Wiley Elementary, Jackson Middle, and Smith High Schools.

When AAMI began 11 years ago, Bill was among the first group of men to volunteer as a mentor. Over the years, he has mentored 10 youth, encouraging some along their paths from elementary school to college.

United Way supports mentoring as a pathway out of poverty because it’s proven to help youth make responsible choices, excel in school, and avoid risky behaviors.

Dominique was in elementary school when Bill became his mentor and the two have stayed connected ever since. Dominique, who lives with his grandmother, says Bill has been there for him through some pretty tough situations.

“Mentoring, like life, is a journey and things don’t always go the way you think they should. But throughout all of it, you have to accentuate the positive. Sometimes, just being positive and encouraging is all someone needs to make it through,” said Bill.

As Dominique made his way through high school, Bill was one of a few people invited to his graduation. “Mr. Sutton is always there when I need him. And I’ve needed his support a lot,” said Dominique. He adds, “Mr. Sutton was the one who kept me going. I don’t think I would have graduated without his support. After graduation, Mr. Sutton helped me get a job, and he helped me enroll in college.”
“Through it All” - Dominique and Bill have formed a relationship that has lasted nearly a decade, and shows no signs of stopping.
“Making History” - Philanthropist MacKenzie Scott donated $4.1 Billion in Dec. 2020 - UWGG was one of 384 nonprofits to receive funds. Photo: Taylor Hill, Getty Images
In December of 2020, as the world grappled with the economic and health impacts of a pandemic, national philanthropist and author MacKenzie Scott gave away $4,158,500,000 (yes, that’s billion) to 384 nonprofits across the nation.

Thanks to the ongoing support of the local community, strategic partners, and a proven strategy to end poverty, United Way of Greater Greensboro was one of those nonprofits. The $10 million gift is the largest received in United Way’s nearly 100-year history.

Because our research is data-driven and rigorous, our giving process can be human and soft,” said Scott. MacKenzie and a team of advisors researched thousands of nonprofits before selecting those receiving gifts.

“They took a data-driven approach to identifying organizations with strong leadership teams and results, with special attention to those operating in communities facing high projected food insecurity, high measures of racial inequity, high local poverty rates, and low access to philanthropic capital,” said MacKenzie.

Prior to the pandemic, over 57,000 people in the greater Greensboro community were living in poverty, including one out of every four children in Greensboro. After receiving the gift, United Way announced the funds would be utilized over the next three years to make innovative and transformational investments in solutions that are working together to end poverty across the entire community.

In July of 2021, United Way leveraged the first $1 million to award five local grants to nonprofits that are offering innovative solutions to address housing disparities. In the coming year, United Way will utilize a portion of the historic gift to develop 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.
Kontoor Brands is thriving as a worldwide leader in the consumer apparel industry, and the owner of iconic brands, Lee and Wrangler, has remained focused on strengthening its Greensboro roots.

Over the past year, Kontoor’s stock price isn’t the only thing experiencing growth. Thanks to compassionate leaders and employees who are dedicated to ending local poverty, Kontoor’s United Way campaign grew by 8% and nearly reached $100,000, placing them within the top 15 largest local campaigns.

“Kontoor’s commitment to taking care of others is stitched into our values, which include embracing and giving back to the communities where we operate,” said Scott Baxter, President, Chief Executive Officer and Chair of the Board, Kontoor Brands.

Kontoor’s values also include embracing people’s unique differences, so it’s no surprise the company also sponsored United Way’s community-wide 21-Day Equity Challenge last year.

United Way launched the email-based challenge, with strong support from more than 170 employees, to help people explore topics like structural racism, segregation, privilege, gender, LGBTQ rights, and challenged participants to become champions of equity in their personal and professional lives.

“As a company, we are proud to partner with United Way of Greater Greensboro on its important mission to end poverty, an issue that touches too many children, families and adults in our area. We encourage others to rally behind this meaningful work and, together, we can make a difference in our community,” added Baxter.
"Woven together" - Kontoor employees collaborate on all that they do - from creating kits for local children to creating the next worldwide apparel trend. Photos: Kontoor
SEPTEMBER 14, 2020 - ZOOM
COMMUNITY SPEAKER SERIES
FEATURING MISTY COPELAND
LIFETIME ACHIEVEMENT AWARD: MONA EDWARDS

SEPTEMBER 22, 2020 - FEBRUARY 11, 2021 - ZOOM
VIRTUAL CONCERTS
FEATURING J. TIMBER, JESSICA MASHBURN & EVAN OLSON, SUNQUEEN KELCEY
KITS FOR KIDS

OCT. 2020 - COMMUNITY-WIDE BASIC NEEDS AND TREATS DRIVE REPLACED YL'S TRUNK-OR-TREAT
ACC SUIT DRIVE

MAR. 2021 - ACC MEN'S & WOMEN'S TOURNAMENT COACHES AND PLAYERS DONATED 173 ITEMS TO BENEFIT FAMILY SUCCESS CENTER MEMBERS
PHOTOS BY UNITED WAY STAFF

SAFE VOLUNTEERING

APR. - JUN. 2020 - MULTIPLE LOCATIONS
NATIONAL VOLUNTEER WEEK / VIRTUAL DRIVES
PHOTOS BY UNITED WAY STAFF
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.

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.

End local poverty
3,000 households by 2030

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

THERE'S A NEW GOAL IN TOWN
DEVELOPED BY THE COMMUNITY
FOR THE COMMUNITY
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.

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

To our generous 2020 Tocqueville Society members

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*Tocqueville Women's Leadership
**Deceased
**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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Joseph M. Bryan, Jr.
Joann G. and David** Grimes
Bonnie McElveen-Hunter and Bynum** Hunter
Tobee W.** and Leonard** Kaplan
Mr.** and Mrs. Sidney J. Stern, Jr.

**ENDOWED TOCQUEVILLE GIFTS**

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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Barbara and Herman** Cone
Neil and Marilyn** Belenky
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Ann and Ben Zuraw

**Deceased**
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Pamela Moore
Peg and Skip Moore
Cherilyn and Scott Moore
Scott Moore
Eduardo and Cristina Moreira
Lisa and Blaine Moricle
John Morrisette
Shirley Morrison
Clint and Diana Morse
Shirley L. Morton
Andre Moscheto
Dyllan Moss
Karen Mueller
Nathan Myers
Tammy and Nolan Myrick
Sarah Jordan and
Suresh Nagappan
Terry W. Neal
Melissa Nelson
Steve Neorr
Dr. and Mrs. Marc H. Nesi
Dr. and Mrs. Chris E. Newman
Sherrell L. Newman
Richard and Susan Newman
Jane Nickles
Kathy M. Norcott
Melissa and Ben Norman
Tina and Mike O’Brien
Jackie and Dan O’Connell
John T. O’Connor
Lynne and Glenn Ogden
Megan and Odaro Omoruyi
Donald and Mary Hart Orr
Kerrie Orrell Ellison
Mark and Annette Osborne
Dr. Jim Osborne
Wendell and Susan Osborne
Elizabeth and Bill Osteen
Pete and Mara Owens
Andrea Pagano
Charlie Pannell
Katherine and Jim Pappa
Melissa and Charles Parks III
Cecilia A. Parris
Mr. David A Parrish
Austin Parrish
Health and Alison Patterson
Dee and Seldon Patty
Lynn Paxton and Scott Webster
Eric Paylor
Charles and Diane Pearson
Alyssa George
Sue and Joe Pedaline
Robert and Martha Peddrick
Michael Pennucci
Fernando C. and Beatriz Peral
Dr. and Mrs. Lloyd J. Peterson
Kevin Petty
Alana Marie Pevets Parker
Mark and Heather Pfug
Hal B. Phillips, Jr. and
Barbara Carter
Jerri Linn Phillips
Gloria and Reid L. Phillips
Roy and Betty K. Phipps
Jamilla D. Pinder
David and Gabrielle Pinon
Ann Gainey Pinto
Dr. Alvin and Tracey Powell
Lisa Powell
Shawn A. Prairie
Martin D. and Laura Quate Pratt
Cheryl and Dano Pressley
Wanda W. Pritchett
Ms. Erica Proctor
Donald E. Purvis, Jr.
Daniel and Lucrecia Quick
Jennifer and Lance Ramsey
Ms. Janelle Randall
Kevin Reardon
John G. Redmond
Chad and Emily Rehder
Scott R. Rehm, D.D.S.
J.B. and Lisa Reid
Lorrie A. Reid
Dr. Kenneth J. Rempher
Karen and Peter Reth
Quanetra Repass
Frank and Rosa Riccardi
Howard Richardson
Antonia Monk Richburg, Ph.D.
Nidra Ricks, MSL, BSN, RN
Anne Riker
Michael and Sandra Rimmey
Ben and Paige Riordon
Alison and Ben Ripple
Cynthia Rizzo
Vernette B. Roberson
Sophia Roberts
Kimberly and Dennis Robertson
Marlene Talley and
Edward A. Robinson
John Robinson
Tinique L. Robinson
Jeff and AmyRobson
Jean and Jim Rochelle
Ms. Tyler Rochelle
Andy and Frances Rodenbough
Jacqueline Rodriguez
Selena Rogers
Jackie Roh
Pat Griffith Rose
Jeffrey A. Rosenberger
James and Deborah Roskelley
Anthony C. Ross
Theresa L. Rouleau
MaryAnn Rowland
Montrell A. and Tifanie Rudd
Alan and Rhonda Rumple
Hope Rush
Robby and Michelle Russel
Catherine Russell
Scott and Patricia Russell
Diane and John Ryan
Emilie and Arthur Samet
Dabney and Walker Sanders
Natalie and Craig Sanders
Robyn N. Sanders, MD
Jose A. Sandoval
Gabe and Evelyn Santanella
David Sar
Robert W. Saunders
Karen Schaede
Michelle and Bill Schneider
Mr. Steve L. Schoultz
Laura and Brett Schulman
Sue Schwartz
Lora Seay
Malaina D. Seegars
Joshua Seldin
Carl and Diane Semmler
Jimmy and Linda Shafer
Dr. and Mrs. Mark T. Shapiro
Joy Cohen Shavitz
Melissa and Jeremy Shearer
Deborah Shelton
Tiffany Shelton
Lynette Shipwash
Danny and Delores Sides
Carole W. Simms
Jill Simons
Benjamin and Monica Sintay
Phil and Beth Sizemore
David Skinner
Steven F. Skovgard
David F. Sledge
Mr. and Mrs. James Lee Smith
Louise and Elswick G. Smith, Sr.
Mr. James Smith
Lois Michelle Smith
Norman B. Smith
R. Dixon Smith
Robert and Rebecca Smith
Virginia Smith
Yolanda and Jesse Smith, Jr.
William and Andrea Snyder
Teresa and David Sowinski
Mary Davie and Stan Speckhard
Constance and James Speight
Karah Spencer
Kenton and Susan Stamey
Brian Keith Stanley
Rena and Edward Staples
Brian Stark
George and Cathy Stone
Jason and Laura Strange
David and Debbie Strange
Dr. Thomas Stuckey
Joe D. Styres
Emily E. and Michael Sudermann
Graham Thomas Summerlee
Rosalind L. Swann
John Swindell
Diane and Bruce Swords
Stephanie and Ronnie Sydell
James Sypniewski
Adam and Melissa Tarleton
Emily G. Taylor
Teresa Taylor
Dr. and Mrs. Stanley N. Tennant
Susan L. Terrell
Eric Tessau
Tricia Teter
Jennifer Thomas
Julia and Drew Thomas
Michael and Juliaette Thomas
Michael Anthony Thomas
Ja’Tia Thompson
Karen Thompson
Stafford L. Thompson, Jr.
Glen Edward Tibbets
Andrea Fox Tierney
Lise’ A. Timmons McLaughlin
Randy and Maggie Tinsley
Stacey and Scott Toben
Mark and Teresa Tollison
Tom and Cynthia Townes
Michael and Adrienne Trainor
Ashley W. Triplett
Kay and Gene Trout
Elizabeth and Dan Troutman
Earl W. Tunstall
Mrs. Samantha Muqtasid
Patricia and Addison Tuttle
James Paul Ulery, Jr.
Larry Ulmer
Lisa and Randall A. Underwood
Laura and Chip Vail
John and Tiffany Vestal
Teresa H. Vincent
Kit Vollmer
Frank Wagoner
Weaver Walden
Carley and Brian Walker
Ryan Wallace
Rachel Waller
Jae and Jeanie Walser
Justin Walter
Michael and Diane Walton
Charles A. Ward
Lei Washington
Jamiah K. Waterman
Tamara Watkins
Mr. and Mrs. Thomas C. Watkins
Wendy B. Watkins
Dr. Tony B. Watlington, Sr.
Vickie A. Watson
Michael Webb
Wesley Webster
Mr. Barry Weed
Ross Weikel
Judy and Bob Wein
James and Joann Weissman
Jacalyn and Brantley White
Jill and Thomas White
Wain and Flor White
Faye C. Thompson and
Jeff Whiting
Ellen D. Whitlock
Judy and Bob Wicker
Martin Wiglesworth
Rodney H. Wilds
Amy Williams
Barbara Louise Williams
Barbara Williams
Howard L. Williams
Evella S. Williams
Scott and Nancy Williams
Youland and Albert Williams
Tanya Willis
Dr. Linda R. Wilson
Scott L. Winslow
Mr. and Mrs. David C. Wolverton
Malishai Woodbury
Keith Worrell
Donald A. Wright
Robert and
Cassandra Yarborough
Jennifer A. Yocum
Andrew Young
Rhonda and David Youngdahl
Ms. Hyang Sook Yu
Kathleen Zadareky
THANK YOU

To our generous 2020 corporate leaders, foundations & dedicated employees

$10,000,000
National Philanthropic Trust
(Mackenzie Scott)

500,000 to $1,000,000
Cone Health

$100,000 to $499,000
Lincoln Financial Group
The P & G Fund Of The Greater Cincinnati Foundation
ITG Brands
VF Corporation
Joseph M. Bryan Foundation
Syngenta
UPS
Guilford County Schools
Volvo Group of Companies
City of Greensboro
Brooks Pierce McLendon Humphrey & Leonard, LLP
Siemer Institute

$50,000 to $99,999
Kontoor Brands, Inc.
Morrisette Paper
Ecolab
Truist Bank
Blue Bell Foundation
Toleo Foundation
Guilford County
The Cemala Foundation
The Leon Levine Foundation
Duke Energy Corporation
Cone Mills Charitable Fund

$25,000 to $49,999
Precision Fabrics Group, Inc.
Bank of America
Hoffman & Hoffman, Inc.
Weaver Foundation
Marsh & McLennan Companies
Publix Grocery Store
Brown Investment Properties, Inc.
Piedmont Triad Airport Authority
Electric Supply & Equipment Co.
General Dynamics
Mission Systems

Harris Teeter Supermarkets, Inc.
PricewaterhouseCoopers, LLP
Evonik Industries
United Way of Greater Greensboro
American National Bank & Trust Company
Elevate Textiles
PNC Bank
Love, Tito’s
Tannenbaum-Sternberger Foundation, Inc.

$10,000 to $24,999
Principal Financial Group
Fox Rothschild, LLP
M. G. Newell Corporation
Emanuel Sternberger Fund
Arch Mortgage Insurance
Pinnacle Financial Partners
Biscuitville Restaurants
Central Carolina Obstetrics & Gynecology, PA
Pace Communications, Inc.
FedEX Express
Eagle Physicians & Associates, PA
Costco
Deep River Partners
Bonset America Corporation
Berico Fuels, Inc.
Greensboro Housing Authority
Bernard Robinson & Company, LLP
Penn National Insurance
First Bank
Kayser-Roth Corporation
First Citizens Bank & Trust
Center for Creative Leadership
First National Bank
LabCorp
Banyan Consulting Group
\a Division of Hub International
Summit Rotary Foundation
AT&T
The Dillard Fund
Koury Corporation
TowneBank
Enterprise Holdings Southeast

Guilford Merchants Association
/ Firstpoint
Higgins Benjamin, PLLC
Samet Corporation
Weaver Investment Company
Richardson Properties
Bank of Oak Ridge
WEAVERCOOKE
Well-Spring,
A Life Plan Community
Mercedes Benz of Greensboro
Hillsdale Fund
Shamrock Environmental Corporation
Stanley and Dorothy Frank Family Foundation
Snider Fleet Solutions
Triad Financial Advisors, Inc.

Campaigns under $10,000
Duke Energy Foundation
Schell Bray, PLLC
Atlantic Coast Conference
Deluxe Financial Services
Customer Center
Ametek Technical & Industrial Products
Vivint
Piedmont Trust Company and Richardson Properties
O’Neal Manufacturing Services
DMJ & Co., LLP
Textron Aviation
TEGNA Foundation
/ WFMY News 2
UnitedHealth Group
CommScope
Family Service of the Piedmont, Inc.
Bill Black Chevrolet Cadillac, Inc.
CIGNA-Medicare
Greensboro Police Foundation
Hagan Barrett, PLLC
Carlton Scale
Johnson, Peddrick, & McDonald, PLLC
Flow Auto Center of Greensboro
Craft Insurance Center

The Fresh Market
Anesthesiology Consultants of North Carolina, PLLC
Beacon Technologies, Inc.
Guilford Technical Community College
Senior Resources of Guilford
American Express
Columbia Forest Products, Inc.
Guilford Child Development
Horizon Tool, Inc.
Ott Cone & Redpath, PA
The Leadership & Legacy Group
William A. Stern Foundation
Stearns Financial Services Group
Johnson Controls, Inc.
Legal Aid of North Carolina, Inc.
Northwestern Mutual Financial Network
Habitat for Humanity of Greater Greensboro
Terminix Company - Bruce Terminix
Credit Human
IDEXX Pharmaceuticals, Inc.
First Horizon Bank
Thompson-Arthur Paving & Construction
Greensboro Radiology, PA
Greensboro Chamber of Commerce
Epes Logistics Services, Inc.
Ready For School Ready For Life
Black Child Development Institute of Greensboro, Inc.
National Pipe and Plastic, Inc.
YMCA’s of Greensboro, Inc.
Children’s Home Society of NC
Salvation Army of Greensboro
Terry Labonte Chevrolet
Sharrard, McGee & Co., PA
Dillard’s, Inc.
Calvary Christian Center
Regional Land Surveyors, Inc.
Unified Womens Healthcare of NC Green Valley OB/GYN
Shamrock Corporation
SPIRIT OF NC AWARDS

Congratulations to these seven corporate leaders & dedicated employees

Seven local United Way of Greater Greensboro partners were honored with Spirit of North Carolina Awards at United Way of North Carolina’s annual award event on March 3, 2021. On a yearly basis, United Way of North Carolina recognizes organizations that have succeeded in raising funds to support their community and have dedicated themselves to being part of the long-term solution to build stronger communities.

Creative Kickoff/Volunteer Event
Syngenta is no stranger to thinking outside of the box, so it did not come to a surprise that they continued to outdo themselves even in a virtual world. As one of the first companies to help kick off United Way of Greater Greensboro’s campaign, their virtual kickoff and prize giveaway was an extraordinary way to start off the year. The kickoff event’s buzz rang the length of the campaign and contributed to this year’s high participation rate.

Building Campaign Momentum with Engaged Leadership & Employees
Guilford County Schools is a giving organization with a culture of philanthropy and community service which is exhibited not only by their Superintendent, Board of Education, Executive Leadership Team and principals but also in their more than 9,900 employees and the more than 73,000 students in grades PreK-12. Throughout the COVID-19 pandemic, their leadership has stepped up to be advocates in the fight to end poverty and to continue to push forward in helping those who are less fortunate. They continue to lead by example as one of the top fundraising school systems in North Carolina.

Building Campaign Momentum with Engaged Leadership & Employees
Considering the pandemic and the pressing focus it has a health system, Cone Health’s senior leaders still made time for promoting the United Way campaign and the impact employees’ gifts can make on the community. The campaign switched to being 100% virtual this year to limit social gatherings during the pandemic, but Cone Health found a way to be creative and speak to employees. The CEO, campus presidents, campaign chairs and other high-level staff kicked off the campaign with personal videos which were shared with all staff about why they personally give and encouraging others to do the same. Senior leaders also shared about the United Way campaign in all staff meetings occurring during the campaign. The campaign’s success was due in large part to Cone Health’s many leaders.
Building Campaign Momentum with Engaged Leadership & Employees
The Morrisette family have been long-time United Way Tocqueville donors. In addition to their personal giving, they run an employee campaign at their local business, Morrisette, give a corporate gift and also offer a corporate match for those employees who give. For the past two years, the Morrisette’s have served as United Way’s Campaign Chairs and generously underwrote the car that United Way of Greater Greensboro offers to all donors as a giveaway incentive. Leading by example and showing their personal commitment has resonated with their employees has led to high participation in their employee giving campaign.

Investment in Long-term Sustainable Impact
Lincoln Financial Group has invested in United Way for nearly a century. Formerly Jefferson Pilot, they were a founding member of the Greensboro Community Chest. Not only are they generous with their longstanding corporate foundation support, but they also encourage employees’ participation in the workplace campaign and volunteering with and joining nonprofit boards throughout the community, thus ensuring a community that is supported in all aspects. As a guiding principle, Lincoln values diversity within their organization and through their hiring practices. Because of this diversity, this mindset extends to diverse philanthropic giving and volunteerism, ensuring their investments are spread throughout the community and resulting in high impact and strong outcomes.

Extraordinary & Courageous Community Response amid COVID-19
City of Greensboro has been a long-standing partner with United Way of Greater Greensboro, and we are so appreciative of their rapid response to COVID-19. Department by department, they each played a critical role in keeping their residents as safe, and healthy as possible. Early in the pandemic, United Way of Greater Greensboro and the City of Greensboro established the Greensboro Virus Relief Fund. Donations were used to support local children and families impacted by the virus. United Way and the City also formed a Virus Relief Taskforce to determine ongoing needs and fund distribution.

Campaign/Engagement Growth
Brooks Pierce McLendon Humphrey & Leonard L.L.P.- Brooks Pierce’s 2020 United Way Campaign increased totals dollars raised by about 4% in the middle of a pandemic. They also increase their participation rate by over 11%. During our current pandemic, Brooks Pierce has tirelessly worked to raise more than a $100,000 for United Way to end generational poverty in the Greater Greensboro area.
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.

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 2021 - 2022

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

**STRATEGIC PARTNERS**

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

**HELPING OTHERS LEAD A HEALTHY LIFESTYLE**

**TOTAL: $986,285**

<table>
<thead>
<tr>
<th>Adult Day &amp; Caregiver Support Svcs.</th>
<th>Foster Care to Permanency</th>
<th>Integrated Behavioral Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aging Gracefully in Place Program</td>
<td>Healthy Moms Health Babies</td>
<td>Peer Supportive Services</td>
</tr>
<tr>
<td>Community Nutrition &amp; Support Program</td>
<td>Healthy Start</td>
<td>Primary Healthcare for the Uninsured</td>
</tr>
<tr>
<td>Counseling</td>
<td>HIV Prevention and Care</td>
<td>Sickle Cell Services</td>
</tr>
<tr>
<td>Dental Care Access Program</td>
<td>Immigrant Health Access Project (collaborative)</td>
<td>Teen Parent Mentor Program</td>
</tr>
<tr>
<td>Family Factor Program</td>
<td>Infant Toddler Program</td>
<td>Wise Guys Continuum</td>
</tr>
</tbody>
</table>
## HELPING OTHERS ACHIEVE EDUCATION SUCCESS
TOTAL: $678,586

<table>
<thead>
<tr>
<th>Program</th>
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</thead>
<tbody>
<tr>
<td>21st Century Learning Center at Jackson</td>
</tr>
<tr>
<td>Big Brothers, Big Sisters</td>
</tr>
<tr>
<td>Boys &amp; Girls Club/Project Learn</td>
</tr>
<tr>
<td>Camp Weaver</td>
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<tr>
<td>Dropout Prevention</td>
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<tr>
<td>Extended Learning Opportunity</td>
</tr>
<tr>
<td>Family Literacy</td>
</tr>
<tr>
<td>Foster Grandparents Program</td>
</tr>
<tr>
<td>Guilford Teen Court</td>
</tr>
<tr>
<td>Hayes Taylor Afterschool Program</td>
</tr>
<tr>
<td>Hayes Taylor Summer Day Camp</td>
</tr>
<tr>
<td>Junior/Senior Life Skills</td>
</tr>
<tr>
<td>Structured Day</td>
</tr>
<tr>
<td>Success At School Afterschool</td>
</tr>
</tbody>
</table>

## HELPING OTHERS REACH FINANCIAL STABILITY & GAIN EMPLOYMENT
TOTAL: $475,116

<table>
<thead>
<tr>
<th>Program</th>
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</thead>
<tbody>
<tr>
<td>Adult Literacy</td>
</tr>
<tr>
<td>Adult Secondary Education</td>
</tr>
<tr>
<td>Community Offender Resource Program</td>
</tr>
<tr>
<td>Consumer Credit Counseling Services</td>
</tr>
<tr>
<td>Employment &amp; Financial Stability</td>
</tr>
<tr>
<td>HIRE (collaborative)</td>
</tr>
<tr>
<td>Homeowner Services</td>
</tr>
<tr>
<td>Senior Law Project</td>
</tr>
<tr>
<td>Supported Employment</td>
</tr>
<tr>
<td>Women to Work</td>
</tr>
</tbody>
</table>

## HELPING OTHERS ACCESS FOOD AND OTHER BASIC RESOURCES
TOTAL: $475,116

<table>
<thead>
<tr>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children's Advocacy Center</td>
</tr>
<tr>
<td>Clara House Domestic Violence Shelter</td>
</tr>
<tr>
<td>Domestic Unit</td>
</tr>
<tr>
<td>Family Emergency Shelter</td>
</tr>
<tr>
<td>Home Repair Program</td>
</tr>
<tr>
<td>Housing Services</td>
</tr>
<tr>
<td>Integrated Services for Seniors</td>
</tr>
<tr>
<td>Nutritional Support Services</td>
</tr>
<tr>
<td>Shelter to Success (Center of Hope)</td>
</tr>
<tr>
<td>Victim Advocacy Services</td>
</tr>
<tr>
<td>Women's Economic Success</td>
</tr>
</tbody>
</table>

## INTEGRATED SERVICE DELIVERY AND INNOVATION
TOTAL CURRENT & FUTURE INVESTMENTS: $1,287,000

<table>
<thead>
<tr>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Success Centers</td>
</tr>
<tr>
<td>Integrated Service Network</td>
</tr>
</tbody>
</table>
United Way of Greater Greensboro invests in initiatives that further our impact on children, adults and families.

COMMUNITY
Initiatives & contracts 2021 - 2022

INITIATIVES AND CONTRACT PARTNERS

UNITED WAY OF GREATER GREENSBORO INITIATIVES
TOTAL: $722,640

| 2-1-1: United Way of North Carolina |
| Best Summer Ever Summer Camp |
| Child Care Scholarships |
| Mentoring Matters |
| Partners Ending Homelessness |
| Thriving at Three |
| The Volunteer Center of the Triad |
As a community united in equity and lasting solutions, 3,000 households in greater Greensboro will leave generational poverty by 2030.
End local poverty
3,000 households by 2030