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Edit/remove as appropriate for your meeting.

COMPANY NAME AND UNITED WAY

Meeting date

End local poverty

3,000 households by 2030

100
YEARS

1922 - 2022



United Way
of Greater Greensboro

Today's agenda

- Welcome and Introductions
- Overview of United Way
- Add as needed

End local poverty

3,000 households by 2030



Introductions

- United Way Staff:
 - Nadine Malpass, Chief Development Officer
 - Julia Thomas, AVP Development

End local poverty

3,000 households by 2030



What is United Way?

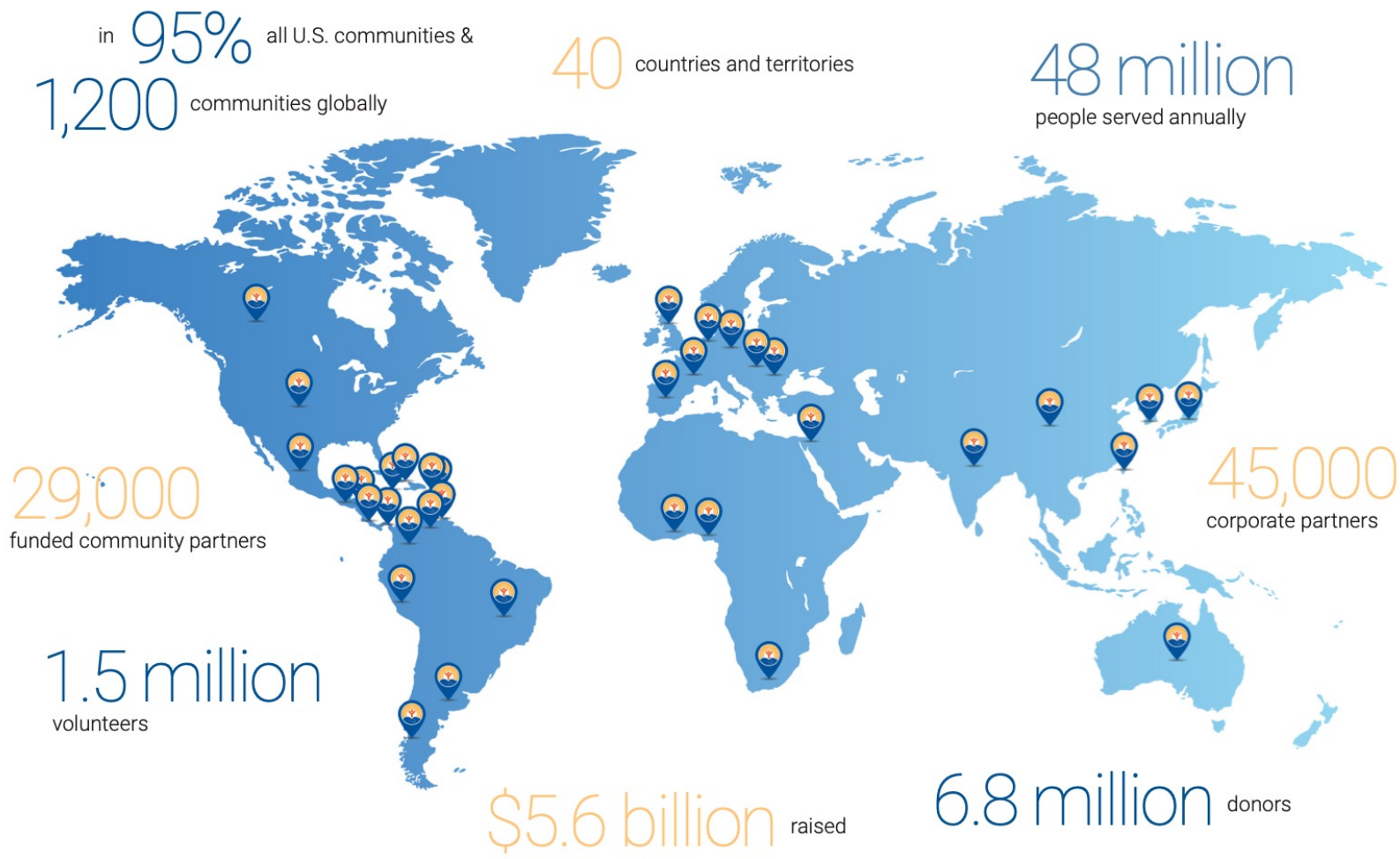
- United Way is a worldwide network of local organizations that brings people together from neighborhoods, government, business, faith groups, nonprofits, and schools to tackle community issues.
- United Way is focused on creating community-based and community-led solutions.

End local poverty

3,000 households by 2030



Where is United Way?



End local poverty
3,000 households by 2030

United Way of Greater Greensboro



**United Way creates,
connects, and leads
community partnerships
that equip and empower
people to leave poverty.**

100 YEARS OF LOCAL IMPACT

27 employees **1,700+** volunteers **30+** community partners

BOLD GOAL
developed by the community,
for the community

End local poverty

3,000 households by 2030



There's a new goal in town

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



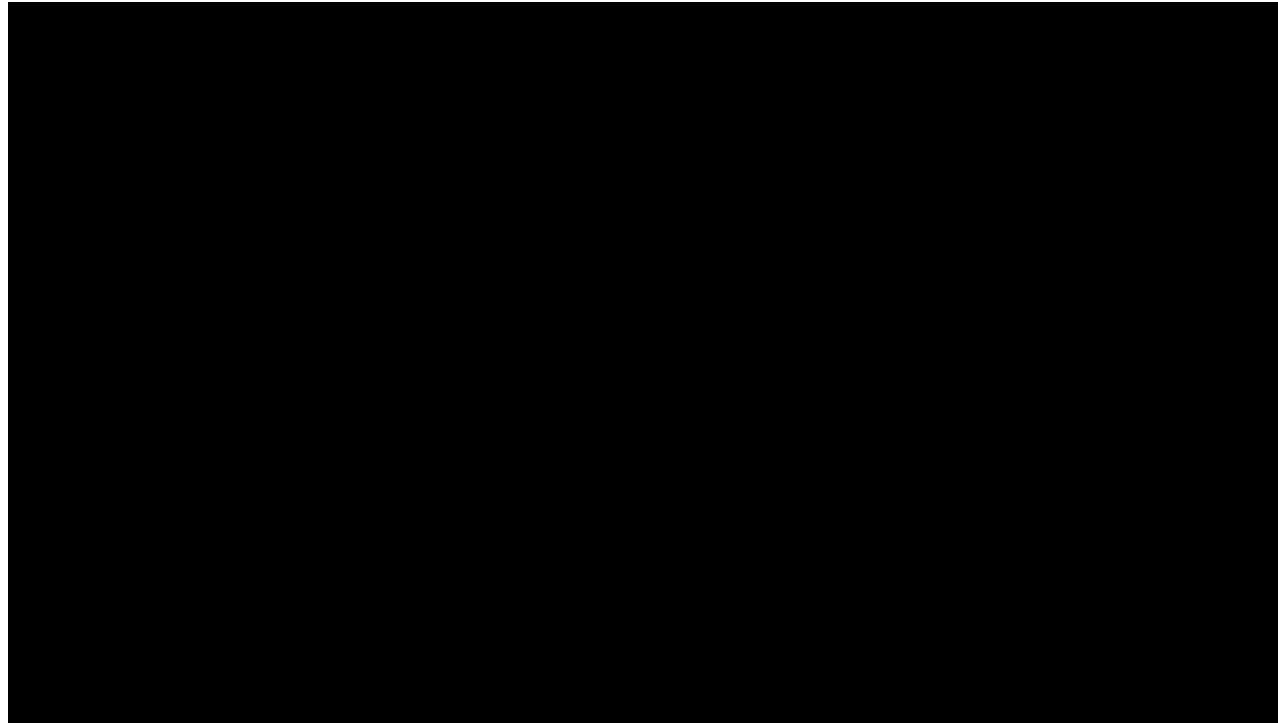
Learn more at www.unitedwaygso.org/bold

End local poverty

3,000 households by 2030



Allow us to reintroduce ourselves

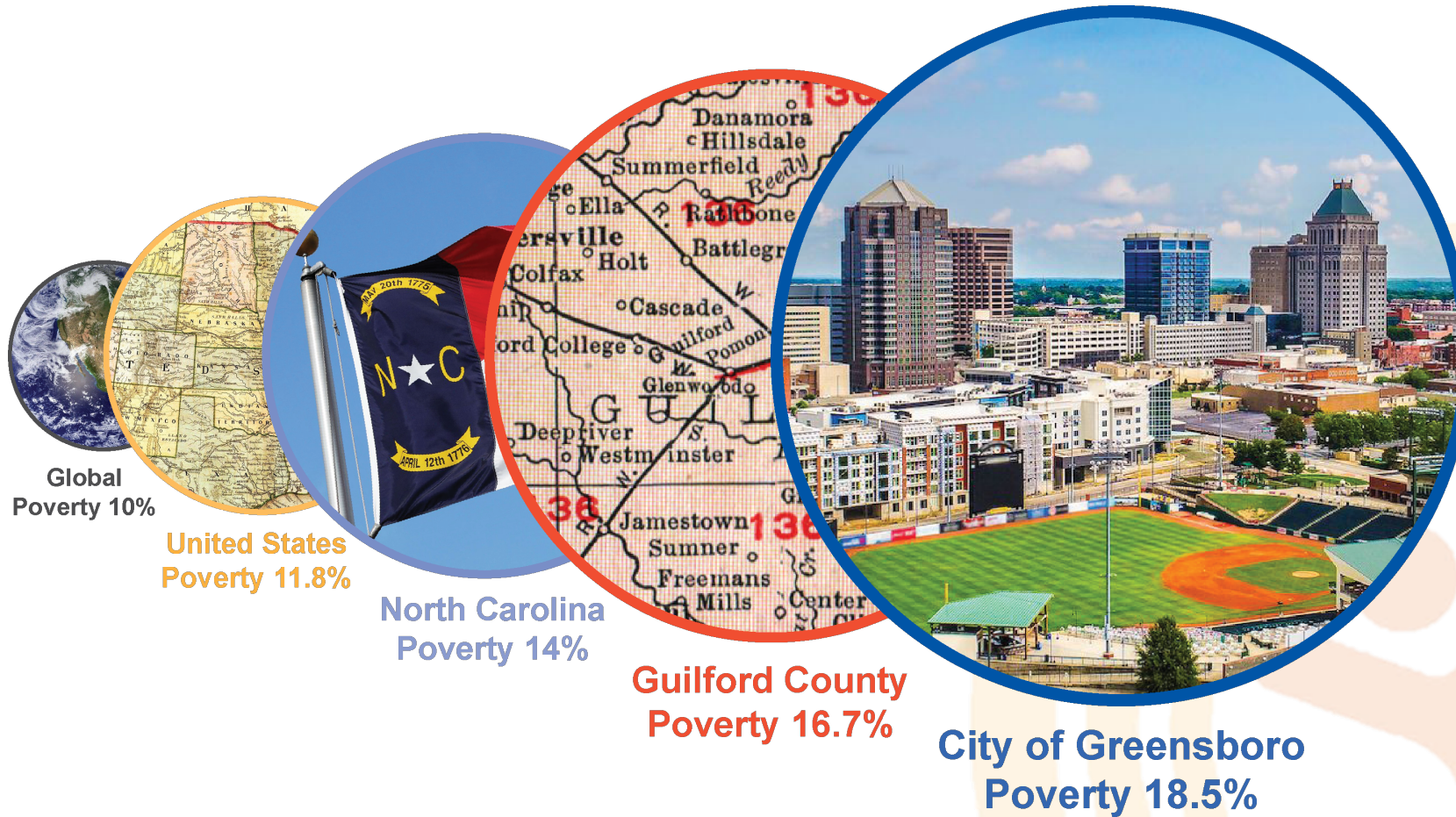


End local poverty

3,000 households by 2030



A significant issue: globally and at home

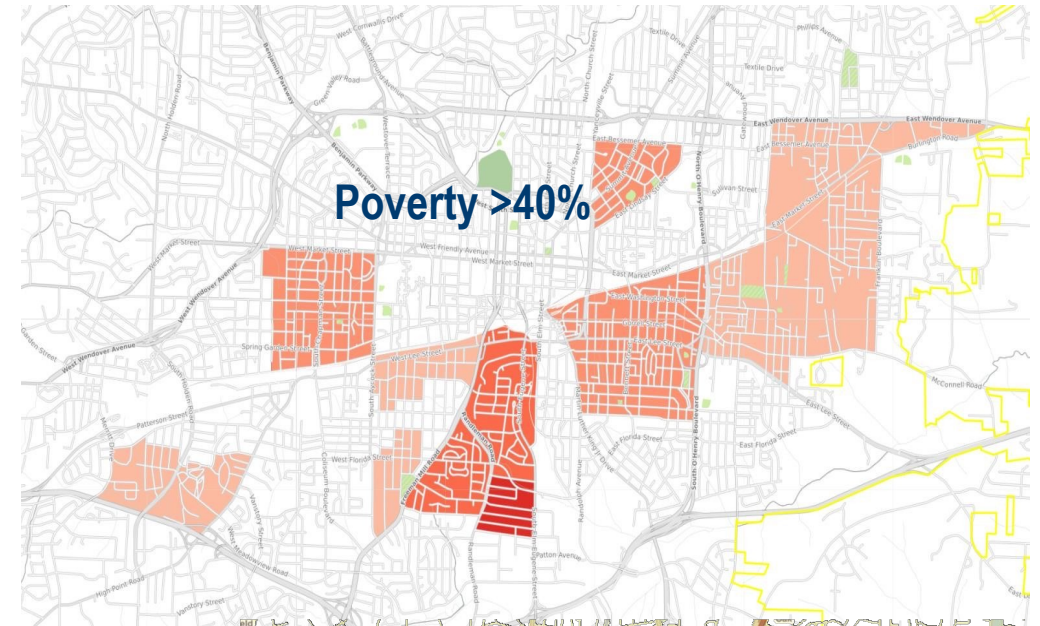
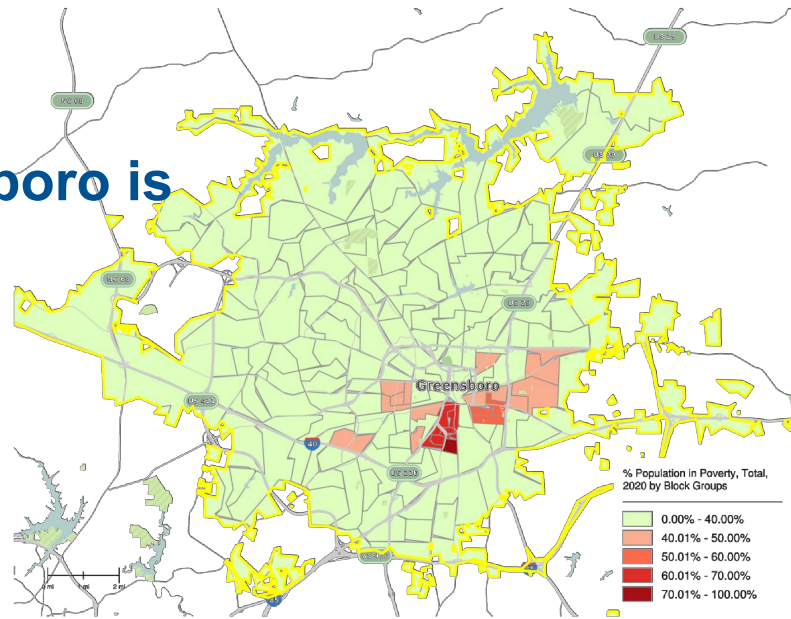


End local poverty

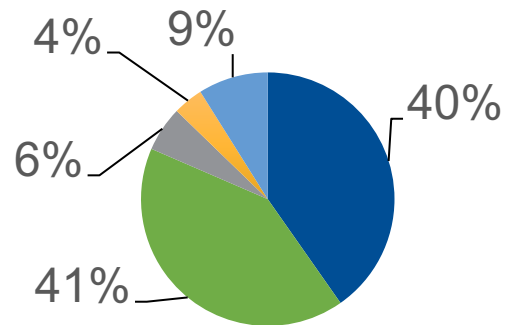
3,000 households by 2030

Poverty in Greensboro is

- Concentrated
- Persistent
- Disproportionately affecting people of color

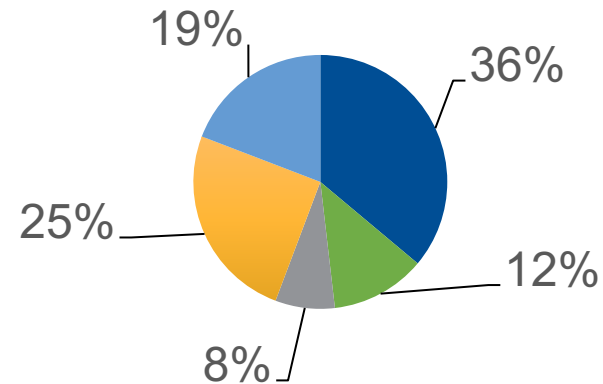


GSO by race

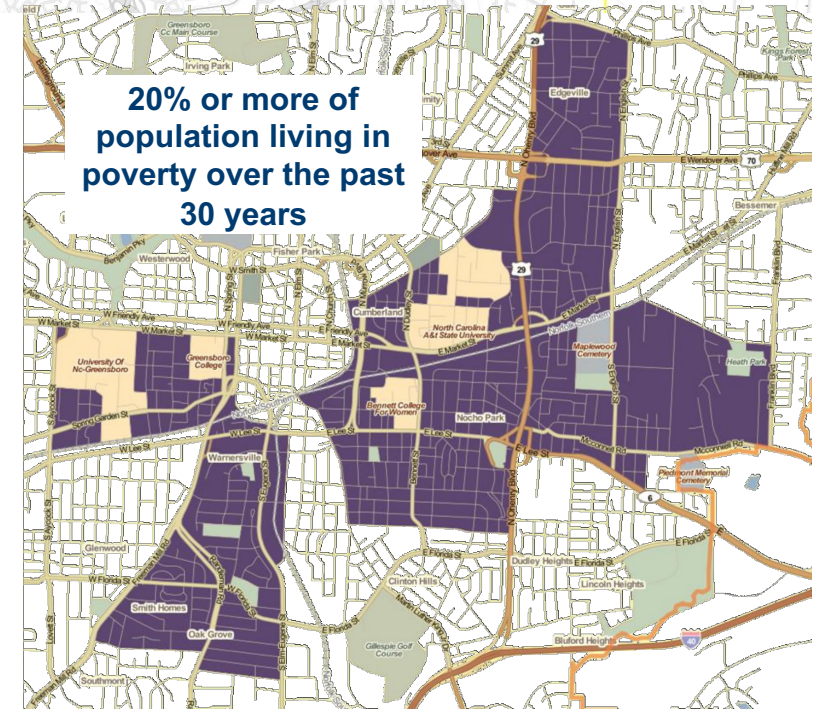


Black/African American
White/Caucasian
Asian

Poverty in GSO by race



Two or More Races
Hispanic/Latin Origin



Poverty is linked to systemic barriers

- Jobs and education
- Income inequality
- Quality housing
- Quality childcare
- Transportation
- Health and health care
...and reduced life expectancy

**Poverty is about lack of resources, not lack of willpower.
External factors the impact a family's wellbeing.
One area affects another – it's a compounding effect.**

End local poverty

3,000 households by 2030



Time to focus on recovery

Prior to the pandemic **1 in 5** residents and **25%** of children in Greensboro were already living in poverty.

That's over **57,000** people struggling to meet basic needs.

Greensboro's poverty rate is **31%** above the national average.

Poverty Guideline: **\$27,750** annual income for a family of 4.

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

Poverty impacts us all. High rates of poverty mean an increase in the need for public assistance (higher taxes), slower business and economic development, increased crime rates, lower housing values, lower performing schools, etc.

End local poverty

3,000 households by 2030

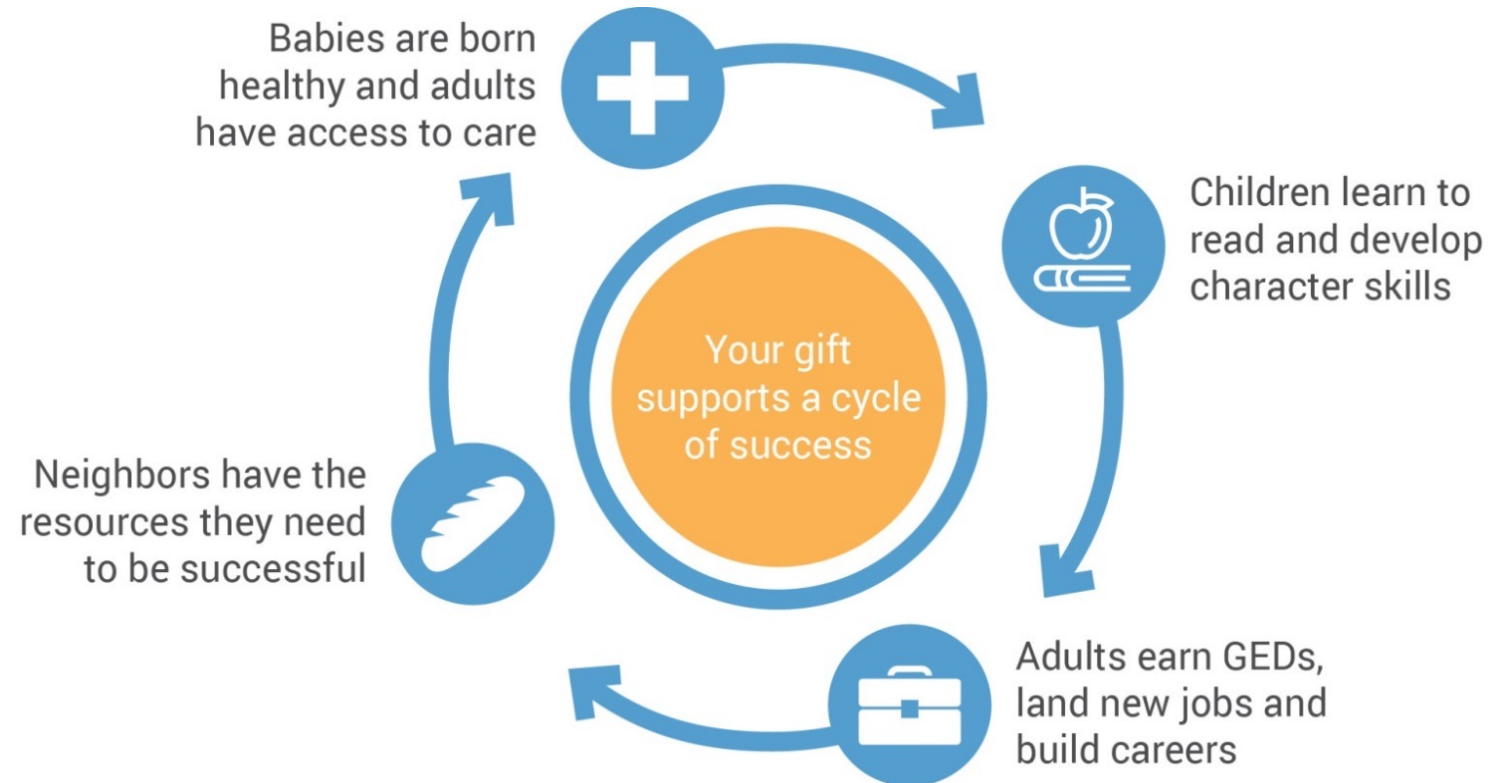


How we're ending poverty

Over 57,000 people in greater Greensboro are living in poverty, including one out of every four children in Greensboro.

Longstanding systemic issues have disproportionately impacted children and families living in poverty which often create barriers that are hard to overcome.

When we work together as a community to address these issues, children, adults and entire families are provided equitable access and supports.



End local poverty

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How we do this work:

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.

- Family Success Centers
- 211
- Volunteer led strategy: Partnerships and Investments

End local poverty

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5 PRINCIPLES

- One-Stop-Shop
- Place-Based
- Whole Household Served
- Equity
- Long-Term Relationships

4 PILLARS

- Education
- Financial Capability
- Health & Wellness
- Job Readiness & Employment

2 LOCATIONS

FSC1

Guilford Child Development
1200 Arlington St.
Greensboro, NC 27406

FSC2

Salvation Army of Greensboro
Center of Hope
1311 S. Eugene St.
Greensboro, NC 27406

1 STRATEGY: Integrated Service Delivery

Building a customized, coordinated bundle of services for each family based on *their* needs and choices.

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3,000 households by 2030



HELP STARTS HERE

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24/7/365 • MULTILINGUAL**

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OR VISIT
NC211.ORG**

NC 211 is powered
by local United Ways
across North Carolina



United Way of North Carolina



GET CONNECTED TO...

Food • Housing • Utilities
Health Care • Legal Services
Disaster Assistance • Transportation
Employment Services • And more

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We help youth transition from cradle-to-career

When you support United Way, you're helping local youth experiencing poverty receive cradle-to-career supports for things like: Mother and infant care - Teen parents - Foster care - Dropout prevention - Afterschool enrichment - Literacy through Thriving at 3 - and Mentoring Matters.

OUR GOALS

- Birth to 8-years-old: Help children reach key developmental milestones to ensure they are ready to start school and that they are reading at grade level by age 8.
- Youth Success: Ensure children and youth are ready for success in college, work, and life.

After having her son, Rosalia overcame postpartum depression and found herself wanting to do as much as possible to help her son thrive.

YOUR IMPACT

Thanks to your support, and United Way's strategy, Rosalia and her son received support through United Way's Thriving at 3 educational program. Rosalia quickly learned new parenting skills to help her son's development, and she connected with a peer group that has also proven to be supportive.



"My son and I have learned to understand each other better, he is more outgoing, and we're both learning better communication skills," said Rosalia.

End local poverty

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We help adults land jobs and increase income

When you support United Way, you're helping local people experiencing poverty receive employment and financial stability supports for things like: Adult literacy - Secondary education - Employment supports for refugees, people with mental health needs, women, and those starting a business - and Credit counseling.

OUR GOALS

- Employment: Help adults gain employment that moves their household out of poverty.
- Financial Stability: Help households safeguard and grow assets for financial stability.

For years Larry struggled maintaining employment because he could not read. After losing yet again another job, it was time for a change.

YOUR IMPACT

Thanks to your support and United Way's strategy, Larry finished a class that taught him how to read, he landed a job, received a promotion with a raise and is considered a model employee by the company. His next step is enrolling in a GED class.



"Thank you. I had kind of given up on myself and didn't know what to do. Then you guys came along and gave me hope," said Larry.

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We provide access to basic needs and healthcare

When you support United Way, you're helping local people experiencing poverty receive basic needs and healthcare supports for things like: Home repairs - Family emergency shelter - Domestic violence - Dental care - Mental health - and Primary healthcare.

OUR GOALS

- Housing: Help people have adequate, safe, and affordable housing/shelter.
- Safety: Provide or enhance personal safety when needed.
- Healthcare: Help people have access to and utilize healthcare.

Due to health and financial issues, Jarvis couldn't maintain his lifelong home and as a result, it fell into disrepair.

Soon, the critical repairs necessary to keep the house safe worried Jarvis that he would lose the home where he grew up.

Thanks to your support and United Way's strategy, the home received needed repairs and Jarvis received the support he needed to stay housed.



"I can live longer knowing these changes have been made, and I have something to look forward to now. I just wish my mom could see it," said Jarvis.

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We bundle services and eliminate barriers

When you support United Way, you're helping local children, adults, and entire families receive the supports they need to find pathways out of poverty at our nationally recognized Family Success Centers and through our innovative Guilford Success Network.



Family Success Centers are one-stop shops for services that provide childcare and transportation to remove barriers to access, and longterm coaches to help people achieve their goals.

- CENTER GOALS**
- Help people achieve educational milestones for career development.
 - Help people land jobs that can sustain their families and meet basic needs.
 - Increase financial capability through budgeting and money management.
 - Improve physical and mental health.
 - Create a sense of belonging to a supportive community.



Guilford Success Network connects service providers virtually and participants receive support from network coordinators.

- NETWORK GOALS**
- Stabilize a person's basic needs by connecting them to work, health, and income supports.
 - Help people learn new skills and land jobs by supporting education and career advancement needs.
 - Build upon personal success through financial education and coaching.

End local poverty

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Because of you

Company Name's employee compassion and giving campaign invested **insert 2021 campaign \$\$ total** last year in lifting children and families out of poverty.

Together with over 250 other organizations, you helped United Way create 31 strategic partnerships and initiatives that supported 61 programs, which made possible:



26,041 people received basic needs support

- 3,700 adults & families received housing & shelter.
- Over 7,700 adults & families received support to stabilize a crisis.



7,610 people took steps toward financial stability and independence

- 3,300+ adults were placed on a path to family-sustaining wages through employment.
- 4,200+ adults got financial counseling &/or legal help to become more financially secure.



4,392 youth achieved educational success

- 3,500+ youth received mentoring and/or supportive learning services.
- 580+ parents received services to help their children start kindergarten developmentally on track.



11,625 people received support to lead a healthy lifestyle

- 940+ parents, infants & children received prenatal/preventative care, & family supports.
- Over 10,000 people overcame barriers, decreased risks, & accessed needed services.

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Tamisha's story



End local poverty

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100
YEARS
1922 - 2022

United Way

United Way of Greater Greensboro

We are united



United Way creates partnerships and initiatives that work together to end poverty in greater Greensboro

<https://www.youtube.com/watch?v=g9imh9ucyrg&feature=youtu.be>

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How to get involved

- GIVE
- ADVOCATE
- VOLUNTEER
- Join an Affinity Group:
 - Young Leaders
 - African American Leadership
 - Women United

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What a dollar buys

WEEKLY SPEND

ANNUAL IMPACT



\$4 CUP
of coffee

OR



1 PERSON HAS MORE NUTRITIOUS FOOD



\$10
dry cleaning

OR



10 CHILDREN RECEIVE KITS THAT PROMOTE READING



\$20 TRIP
to the movies

OR



1 MOM AND BABY HAVE HEALTHY BIRTH OUTCOMES



\$50
dinner out

OR



4 CHILDREN HAVE AFTERSCHOOL ENRICHMENT



\$100
online purchase

OR



100 ADULTS GET SIX MONTHS OF FINANCIAL COACHING TO HELP MEET THEIR LIFE GOALS

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Join the movement & you could win a car!

Gifts to United Way of Greater Greensboro that help us end poverty earn you chances to win a car!

****Personal email required for car giveaway****

Car giveaway rules: www.UnitedWayGSO.org/Car



Lives Impacted

20 adults

receive bus passes to help get them to classes

1 mom

who is expecting a child has better access to care

7 preschoolers

given literacy kits to promote reading so they are ready for Kindergarten

2 families

receive the help they need to stay in their homes

Entries to win

	Gift Total	26 pay periods
1	\$100.00	\$3.85 per paycheck
2	\$200.00	\$7.69 per paycheck
3	\$300.00	\$11.54 per paycheck
4	\$1,000.00+	\$38.46 per paycheck

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99 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 99 years, we've helped meet the needs of tens of thousands of children, families and adults in greater Greensboro.

We're turning 100 in 2022! Stay tuned for how we'll be celebrating!

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Questions?

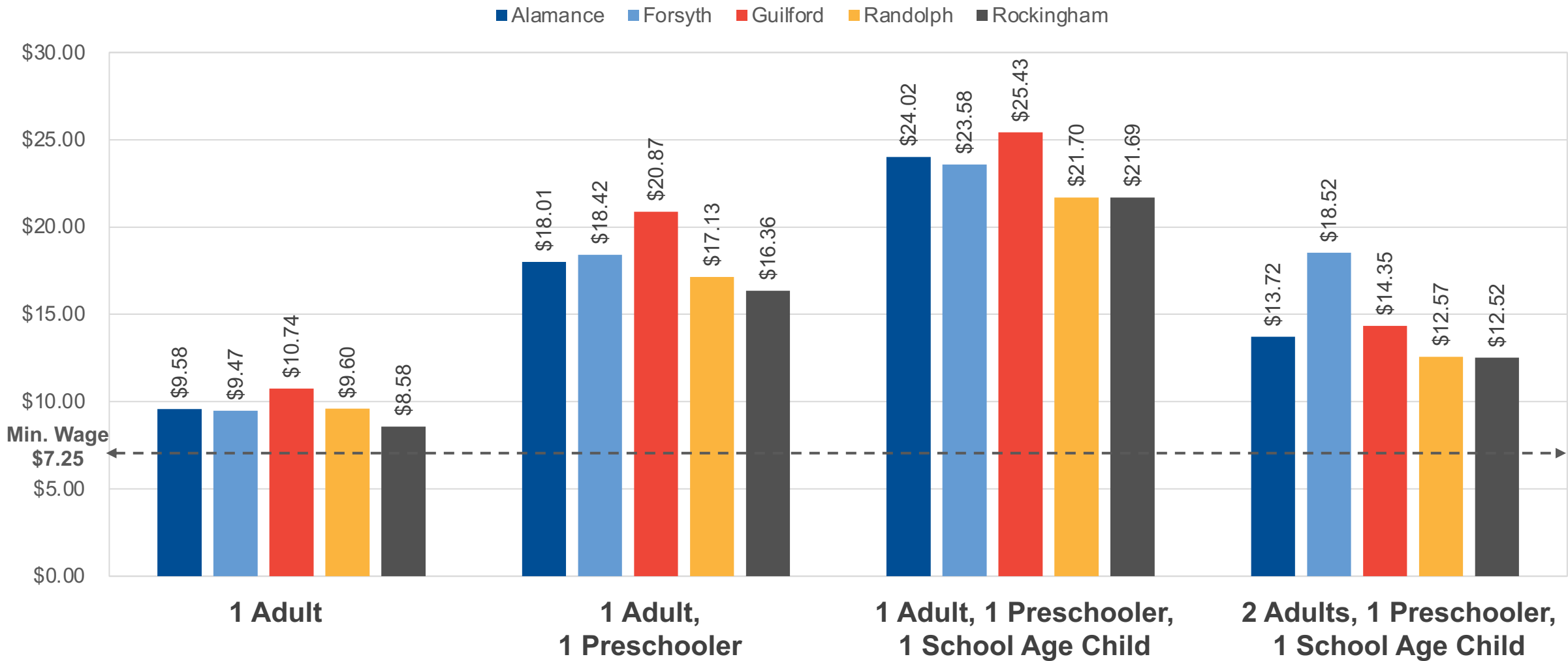
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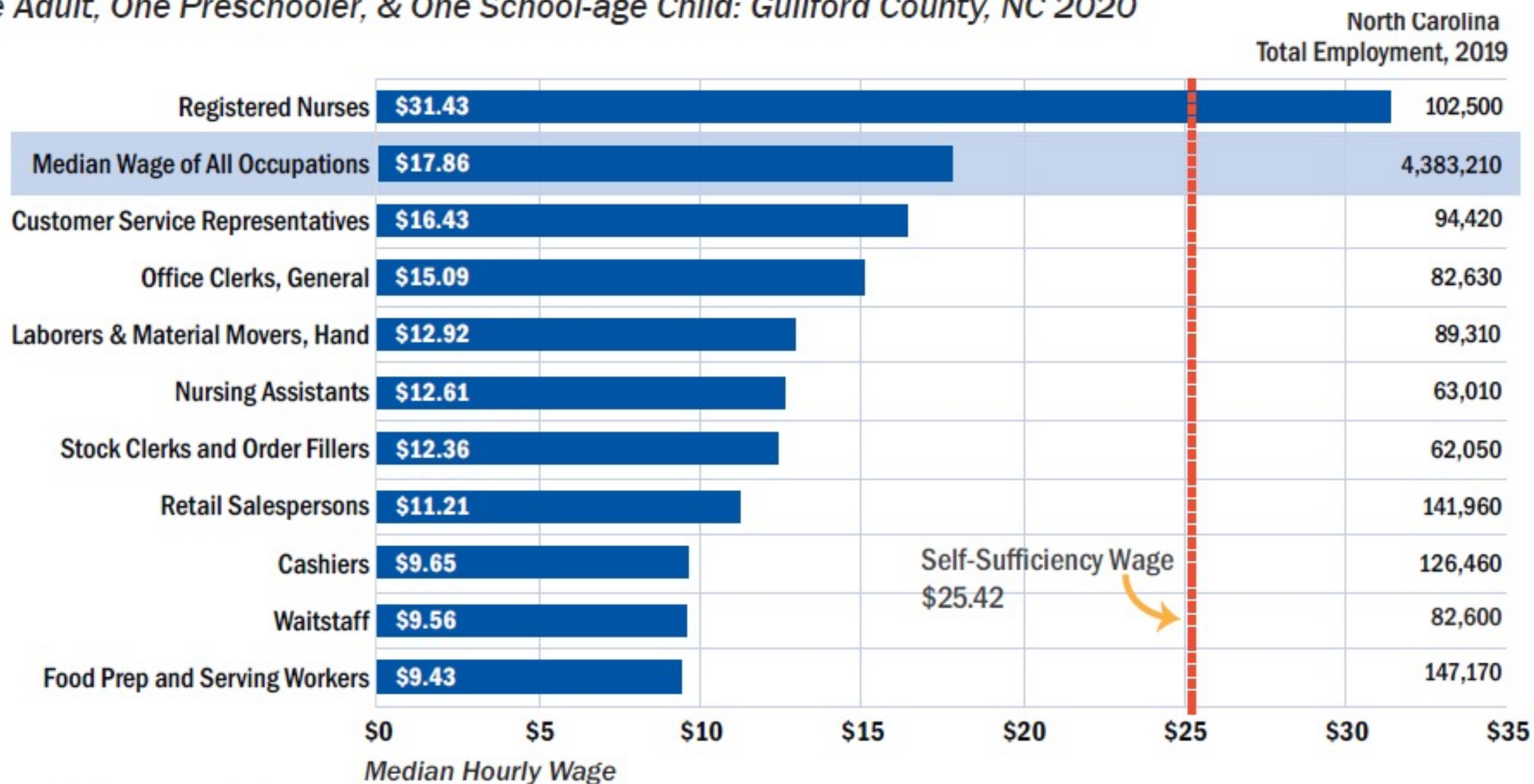
Use the next slides if you want to enter additional information re: self sufficiency, poverty stats, etc.

Barrier: self-sufficiency wages in the region



Source: Pearce, D. M. PhD (2020). The Self-Sufficiency Standard for Guilford County 2020 (pp.1-36, Rep.). Raleigh, NC. The United Way of North Carolina.

Figure G. Hourly Wages of North Carolina's Ten Largest Occupations Compared to the Standard
One Adult, One Preschooler, & One School-age Child: Guilford County, NC 2020

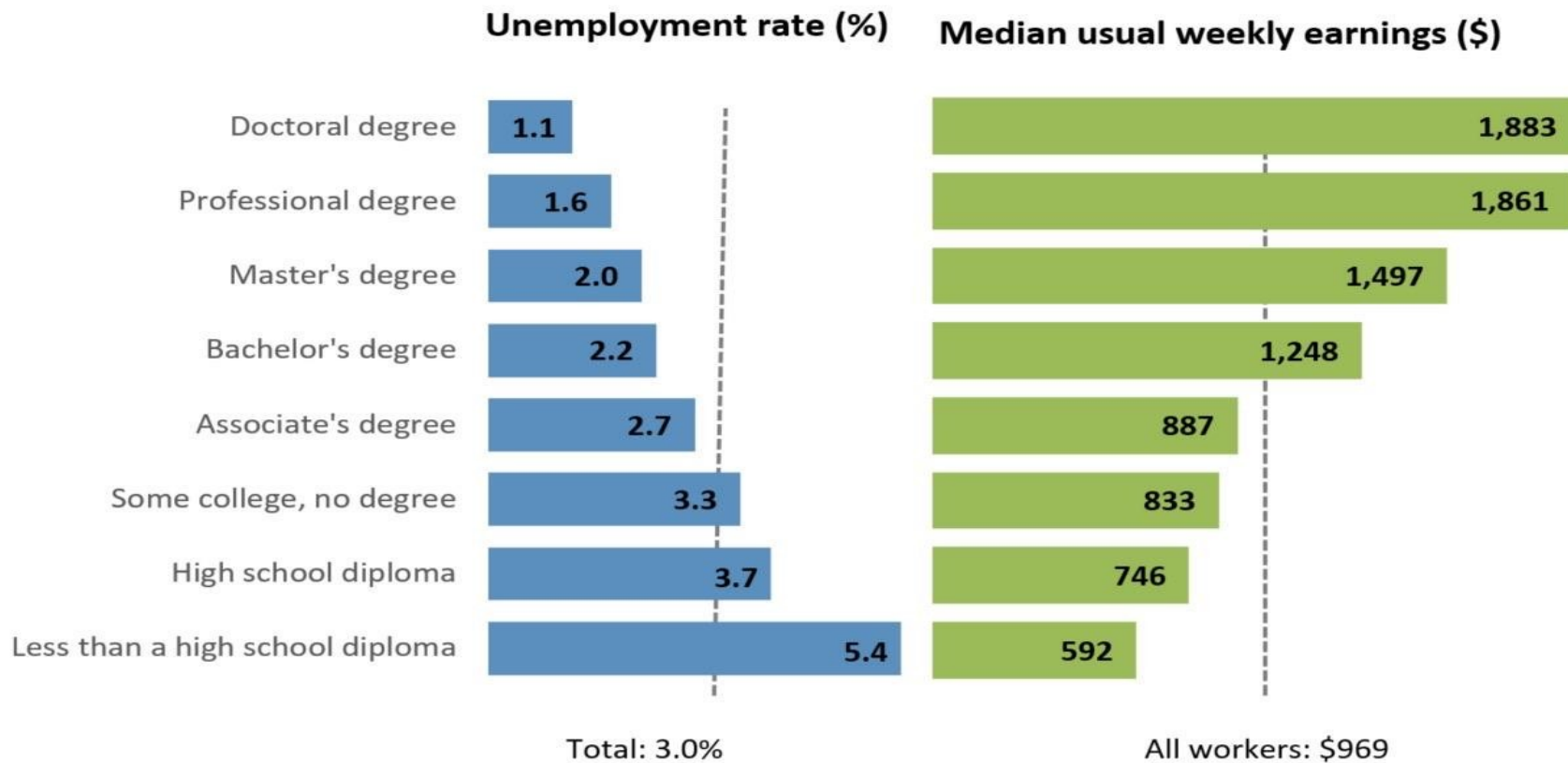


Source: U.S. Department of Labor, "May 2018 State Occupational Employment and Wage Estimates," Databases and Tables, Occupational Employment Statistics, <http://www.bls.gov/oes/data.htm> (accessed June 4, 2019). Wages adjusted for inflation using the Employer Cost Index from the Bureau of Labor Statistics.

Education & Jobs

Low educational attainment depresses future employment and earnings

Unemployment rates and earnings by educational attainment, 2019



Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.

Source: U.S. Bureau of Labor Statistics, Current Population Survey.