What does United Way do?

United Way creates, connects, and leads community partnerships that equip and empower people to leave poverty. Over 57,000 people in greater Greensboro are living in poverty - including one out of every four children in Greensboro. Poverty has disproportionately impacted people of color and there are families who have lived in generational poverty for decades. This is unacceptable. This is how we build pathways out of poverty with your support:

**We help youth transition from cradle to career**
- Help children reach key developmental milestones to ensure school readiness and reading at grade level by age 8.
- Ensure children and youth are ready for success in college, work, and life.

**We help adults land jobs and increase income**
- Help adults gain employment that moves the household out of poverty.
- Help households safeguard and grow assets for financial stability.

**We provide access to basic needs and healthcare**
- Ensure people have adequate, safe, and affordable housing/shelter.
- Provide or enhance personal safety when needed.
- Help people access to and utilize healthcare.

**We bundle services and eliminate barriers**
- Our Family Success Centers are a one-stop shop for services, and our Guilford Success Network connects services virtually.

**We connect people to services 24/7/365 with a simple call or click**
- People can access services they need by dialing 211 or visiting www.nc211.org.

With community collaboration and your support, we will help 3,000 households leave poverty by 2030. We are a trusted community game-changer and you can join our efforts by making an investment, advocating, and volunteering at www.UnitedWayGSO.org.
The power of your support

Thanks to caring people just like you, Robin received the support she needed for a renewed run at success.

After losing a job of over twenty years, gaps in her technical knowledge and the challenge of finding new connections made it hard to get back on her feet.

Thanks to local supporters and United Way’s approach to creating pathways out of poverty, Robin learned new skills, her confidence was restored, and she returned to the local workforce!

For around $17 a month, you can help someone have nutritious food. For around $40 a month, you can help 10 youth receive kits to promote reading.

For around $90 a month, you can help a mom and baby have healthy birth outcomes. For around $200 a month, you can help 25 adults get financial coaching to help them meet life goals.

VOLUNTEER at UnitedWayGSO.org/Volunteer & Join an Affinity Group to make even more impact!

Our Affinity Groups support multiple events, volunteer opportunities, and help promote specific United Way impact focus areas.

• YL members invest $120+ annually and support our focus on helping children and youth prepare for success in college, work, and life.
• AAL members invest $500+ annually support our focus on ensuring people become and remain adequately sheltered.
• WU members invest $1,000+ annually and support our focus on supporting individuals along a path to employment.

You could even win a car!

Want to win a car? Gifts to United Way of Greater Greensboro that help us end poverty earn you chances to win a new car! Car giveaway rules: www.UnitedWayGSO.org/Car

$100 1 entry to win car  
$200 2 entries to win car  
$300 3 entries to win car  
$1,000+ 4 entries to win car

End local poverty  
3,000 households by 2030

100 Years of Transforming Your Compassion Into Community Impact