

Why you should partner with United Way

Help Solve Your Community's Most Critical Needs

More than 57,000 children, adults and families in the greater Greensboro community live in poverty, including 25% of Greensboro children.

When communities have high rates of poverty, the need for public assistance increases, business and economic development suffers and crime increases.

Company & employee Benefits

Partnering with United Way is an opportunity to share your corporate philanthropic values with your employees and give them the chance to invest in the community where they live and work.

United Way of Greater Greensboro not only connects your organization to the needs in our community, we also open up volunteer opportunities for employees to engage.

By being involved with United Way, your company and employees will become more connected to the community at large, and educated on the challenges we face in greater Greensboro.

As a result, your company will help promote better schools, jobs, and new business opportunities for the future of Greensboro.

Join the Movement

By running a workplace campaign, you'll be a part of a growing group of community leaders and partner organizations that help reduce poverty in our community. We run campaigns with businesses large and small. Some of the businesses that currently run United Way campaigns include, but are not limited to:

VF Corporation • ITG Brands • Gilbarco • Volvo
Cone Health • Syngenta • Morrisette
City of Greensboro • Lincoln Financial Group
Elevate Textiles • Guilford County • UPS •
Procter & Gamble • ACC

According to a United Way Study

More employees are inclined to work for or buy from a company that supports United Way. Employees are proud of their employer's support of United Way.

Nearly 70% of employees feel they have a bigger impact through a workplace campaign than they can on their own.

MILLENNIALS:

- Have higher trust in United Way and their overall perceptions of United Way are higher than any other generation.
- Place a high value on CSR, especially when a company supports United Way.
- Likelihood to be loyal, committed, and engaged at work is nearly double that of other generations when their company supports United Way.

End local poverty

3,000 households by 2030

100 Years of Transforming Your
Compassion Into Community Impact

