

Your annual impact

Thanks to you, thousands of people are on pathways out of poverty

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

Thanks to your support, 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 supported her along the way.



Last year you helped create 31 strategic partnerships and initiatives that supported 61 programs that are providing local pathways out of poverty. Below are just a few outcomes and highlights made possible in 2021-22. Some people receive multiple services.



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.



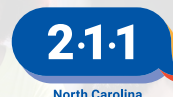
695 households supported through our Housing and Community Recovery Grant

- 422 households secured or maintained housing.
- 246 households avoided an eviction judgment, & 27 households purchased their first home.



1,016 adults and children were served at United Way's two Family Success Centers

- 92 adults obtained a new or better job, & 23 completed money management classes.
- 88 children received high quality childcare, allowing their parents to develop new skills.



4,388 people called United Way's 211 hotline to access local services

- 4,217 callers were referred to housing and shelter programs.
- 2,217 callers were referred to support services for home utilities.

End local poverty

3,000 households by 2030

100 Years of Transforming Your
Compassion Into Community Impact

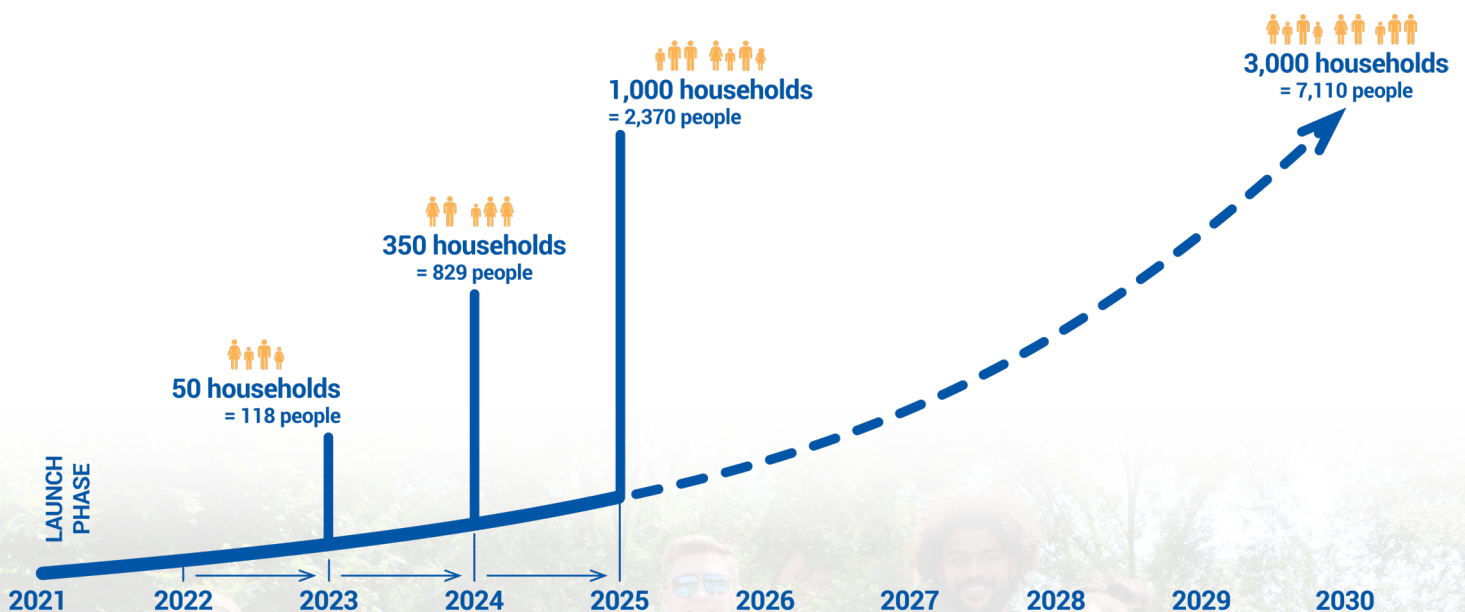
100
YEARS
1922 - 2022



Our BOLD Goal progress

The Bold Goal: As a community UNITED in EQUITY and lasting solutions, 3,000 households in greater Greensboro will LEAVE POVERTY by 2030.

By the end of 2025, United Way of Greater Greensboro projects we will be able to help 1,000 households leave poverty, which equates to around 2,370 people and 1/3 of our community's journey towards achieving the Bold Goal. We aim to achieve this target from the outcomes produced by our nationally-recognized Family Success Centers, the new Guilford Success Network, and the collective contributions of our grant-funded strategic partners. New data tracking elements were added to our strategic partnership requirements in 2022, which will allow us to begin reporting our progress in 2023.



UNITED WAY IS COMMITTED TO CREATING PATHWAYS OUT OF POVERTY

United Way creates, connects, and leads community partnerships that equip and empower people to leave poverty. We support the Bold Goal, which was inspired and developed with the input and support of thousands of diverse people in our community. We encourage organizations, businesses and individuals to join these collaborative efforts.

Why 3,000 households by 2030?

- 3,000 was chosen as the target based on the number of households required to transition out of poverty to reduce greater Greensboro's poverty rate of around 18.5% to match Guilford County's overall poverty rate of around 16%.
- The metric of a household was chosen over the metric of a person (or people) so that progress can be measured using US Census and American Community Survey data.
- With an average household size of 2.37 people, achieving the goal would positively impact roughly 7,110 people living in poverty.

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of Greater Greensboro