

United Way Talking Points

Pitch Statement

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

Our strategy builds pathways out of poverty by:
Helping youth transition from cradle-to-career
Helping adults land jobs and increase income
Providing access to basic needs and healthcare

Our nationally recognized Family Success Centers and innovative Guilford Success Network bundle services and eliminate barriers.

With community collaboration and your support, we will help 3,000 households leave poverty by 2030.

We are a trusted community gamechanger and you can join our efforts by making an investment, advocating, and volunteering today.

Our Approach to Ending Poverty

UWGG provides pathways out of poverty for children and adults by designing, leading, and funding local programs and initiatives that work together to meet individual needs.

UWGG's strategy has three focus areas:
Strategic Partnerships and Initiatives
Integrated Services
Innovation.

UWGG's strategy is also focused on helping our community achieve a Bold Goal:
As a community united in equity and lasting solutions, 3,000 households will leave generational poverty by 2030.

End local poverty

3,000 households by 2030

Our Strategic Partnerships and Initiatives

UWGG volunteers create and select funded strategic partnerships that help:

Youth transition from cradle-to-career
Adults land jobs and increase income
Provide access to basic needs and healthcare

Every year, local nonprofits apply to join our holistic strategy. And every year, our local volunteers select the best of the best partners to receive grant funding.

We require these strategic partners to track and produce outcomes that help people on their journeys out of poverty.

Additionally, we lead and fund successful community-wide Initiatives including:

Thriving at 3 – focuses on preparing kids to be successful when they enter school

Raising a Reader – focuses on helping youth develop reading skills, while incorporating parents and care givers as supporters

Mentoring Matters – focuses on pairing a caring adult with a youth to provide coaching and support

African American Male Initiative – focuses on creating mentor/mentee relationships for local African American and Hispanic/Latino youth. This program serves and follows youth at Wiley Elementary, Jackson Middle, and Smith High Schools.

100 Years of Transforming Your
Compassion Into Community Impact



Our Integrated Service Delivery Approach

Our Integrated Service Delivery (ISD) approach bundles and sequences services to meet an individual's needs. ISD is a research-based and proven strategy to equip and empower people to leave poverty.

Our Family Success Centers partner with families to support their transition from poverty into financial stability through personalized coaching and strategically offered in a central location.

At these Centers, an adult can earn a GED and be connected to employment, and children are provided education-focused quality childcare.

Our Guilford Success Network is a county-wide, mobile-friendly network that connects people and service providers to multiple supports and coordinators. These coordinators help people identify, track and achieve their personal goals of leaving poverty.

Our Innovation

We are committed to discovering new ways to address the issues and impacts of poverty and we are willing to invest into new technologies and ideas that complement and enhance our efforts.

Our BOLD Goal

To take our efforts of ending poverty to the next level, UWGG announced a Bold Goal in 2021.

The goal was developed with a diverse group of over 2,000 stakeholders representing multiple backgrounds and gives our community something to rally behind.

THE BOLD GOAL: As a community united in equity and lasting solutions, 3,000 households in greater Greensboro will leave generational poverty by 2030.

211

In addition to our overall strategy, we support United Way of North Carolina's local implementation of 211. This 24/7/365 hotline and online portal connects people to services with one simple phone call or online search.

Success Stories

Thanks to the support of our community, we have many success stories that can be found at: www.UnitedWayGSO.org/Success-Stories

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