100 years of transforming your compassion into community change

1922 - 2022

100 YEARS
United Way creates, connects, and leads community partnerships that equip and empower people to leave poverty.
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And executive leadership

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MISSION
To improve lives and create thriving communities by mobilizing and uniting the caring power of greater Greensboro.
On March 1, 2022, United Way of Greater Greensboro celebrated 100 years of transforming your compassion into community change. Thanks to countless volunteers, investors, and partners just like you, together we have transformed the lives of countless children, adults, and families for over a century!

We are eternally grateful for every volunteer hour, every groundbreaking idea, and for every partner who has worked alongside those who needed support. We are forever grateful for everyone who has made a financial investment into this work, large and small.

Over the past 100 years, the collective generosity of people in this community has helped United Way raise over $450,000,000 to support the real needs of real people, right here. What a testament to the caring power of this community and its desire to help those who need it the most.

Over the years the people of Greensboro have guided our every step. For a century we’ve listened to, and valued the input of, this community. The governance and direction of our work has always been led by local volunteers.

Throughout our history, our work has adapted to address and solve our community’s greatest needs.

In recent years, volunteers and the community have focused our efforts on addressing poverty. In many ways, addressing poverty has been at the core of what this United Way has always done, but now our strategy is grounded on the research-based integrated service delivery model that bundles and sequences the supports and services so many children, adults, and families need.

Thanks to you, families in need are receiving access to food, healthcare, housing, education, and job training - all working together to put them on a pathway out of poverty.

On the following pages we invite you to discover more about our history and to celebrate the accomplishments you’ve made possible over the past year. There is much to celebrate, but there is much yet to be done.

Here’s to the next 100 years!

DAVIDA MARTIN
2022 Chair, Board of Directors

KHARI GARVIN
President and CEO
YOUR IMPACT

Outcomes and success stories

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.
“Collage of Creativity” - Top left and right: Guilford County Schools Centennial Artwork and award winner, Sofiya. Bottom left: Chris Wilkes and Jim Gallucci pause to show United Way's Centennial Monument as a work in progress before it was installed downtown GSO. Bottom right: High School student, Sanjita recites her award-winning poem.
“I wanted to show that a simple act of kindness can replace negative messages and feelings with positive ones.” - Sofiya Ushakova.

Art transcends age and cultures, and can communicate powerful messages that represent our humanity. So it comes as no surprise United Way tapped into the local art community to celebrate its centennial anniversary in picture, word, and sculpture.

With the help of Guilford County Schools, United Way asked middle school students to create art that represented what it means to LIVE UNITED. This art contest resulted in over 60 pieces of art being submitted and displayed during a United Way volunteer appreciation event at Center for Visual Artists on April 22, 2022.

Sofiya Ushakova’s artwork was selected by United Way staff as the overall winner and shows just how powerful kindness can be. “I wanted to show that a simple act of kindness can replace negative messages and feelings with positive ones,” said Sofiya.

In June, 2022, United Way also partnered with Josephus Thompson’s Poetry Cafe Series to hold a poetry contest asking youth to write a poem that also represented what it means to LIVE UNITED. Sanjita Suryadevara’s poem was selected by staff as the winner. On September 12, 2022, Sanjita recited the poem live during United Way’s Community Speaker Series, featuring world-renowned author Stephanie Land, who held back tears as she listened.

“To live united means understanding everything we do is connected. My poem communicates this connectedness by reminding us that if we ignore people who need help, the demand for that help will grow until we are all faced with needing the same help,” said Sanjita. An audio recording of Sanjita’s inspirational poem and an image of Sofiya’s art can be accessed by visiting UnitedWayGSO.org/History.

United Way additionally worked with local sculptor Jim Gallucci to design and install a centennial monument across from the Steven Tanger Center for the Performing Arts at the corner of Elm St. and Abe Brenner Pl. The 200 pound brushed stainless steel monument is bright in color and stands firm as a permanent testament to the community’s willingness to LIVE UNITED.
A LEGACY OF GENEROSITY

“When Kathleen and Joseph Bryan saw a community need, they pulled people and resources together to address it without hesitation.” - Jim Melvin

Kathleen and Joseph M. Bryan were known for seeking out and addressing needs, and thanks to their strategic generosity, many local programs and organizations can trace their roots back to the Bryan family name.

The Bryans were longtime supporters of United Way and in 1967, approached the organization to establish a grant program to promote the improvement of human services through the support of innovative programs.

One year later, with the help of a volunteer committee that reviewed applications, United Way issued the first Kathleen and Joseph M. Bryan Community Enrichment and Venture Grants. Thanks to the Joseph M. Bryan Foundation, United Way has continued making strategic community investments over the years.

“When Kathleen and Joseph Bryan saw a community need, they pulled people and resources together to address it without hesitation. I remember when I chaired United Way’s campaign, Mr. and Mrs. Bryan and I went to visit a school to see the impact of their gift on local children. While we were there, a little boy sang Jesus Loves Me directly to Mr. Bryan. He was so moved that he decided right then and there to begin the venture grant program,” said Jim Melvin, former Greensboro City Mayor and current President, Joseph M. Bryan Foundation.

For over half a century, United Way has leveraged Bryan grant funds to support over 200 organizations and the people they serve. Grants have provided startup funds for a teen pregnancy program at YWCA, a Guilford County Minority AIDS Task Force, The Servant Center, Other Voices, a peer support program at Mental Health Greensboro, and provided support for the exponential growth of BackPack Beginnings and Barnabas Network - just to name a few.

“I cannot imagine where our community would be without the Bryans. I’m not one bit surprised they chose United Way to help them identify and solve local needs, and I’m very honored to honor their legacy of generosity though the Foundation,” said Jim.

The Bryan family legacy of generosity also continues through Mr. Bryan’s son, Joe Bryan, Jr., who has personally and generously supported United Way for decades.
Icons of change - Many organizations can trace their roots back to the strategic generosity of Kathleen and Joseph M. Bryan. (Photo UNCG Archives)
“Iconic” - When it comes to United Way history, Dr. Jonetta Cole’s contributions are plentiful and continue to this day. Photo: Provided by Dr. Cole
THE VOICE OF HISTORY

“I encourage everyone to read or listen to the centennial publication to discover just how important United Way has been over the years.” - Dr. Johnnetta Cole

The story of United Way of Greater Greensboro’s first 100 years is full of historic people and moments, and many of those moments include the iconic Dr. Johnnetta B. Cole. During United Way’s centennial celebrations, Dr. Cole added to her list of historic contributions by narrating the organization’s 100 Years of Transforming Your Compassion Into Community Change centennial publication.

“I am humbled and honored to lend my voice to helping United Way tell its story. It is a story that has helped shape Greensboro into the wonderful community it is today,” said Dr. Cole.

Ironically, during the recording, Dr. Cole couldn’t avoid having to account for her personal contributions along the way. For example, in 2002, when she was the president of Bennett College, she joined United Way’s local board of directors. Having previously served as president of Spelman College, she is the only person to serve as the president of both of our nation’s historically Black colleges for women.

It came as no surprise that while serving locally in 2003, Dr. Cole helped United Way of America launch the Women’s Leadership Council. Currently referred to as Women United, it has grown to a global force of over 70,000 women dedicated to creating opportunity for everyone. In 2003, Dr. Cole also founded United Way of Greater Greensboro’s African American Leadership affinity group which focuses on identifying and addressing issues facing underrepresented communities.

In 2004, Dr. Cole was the first African American to serve as the Chair of the Board of United Way. She also chaired Women United’s Global Leadership Council and received United Way’s national Women in Philanthropy Award in 2014.

While Dr. Cole is humble about her historic contributions, she is eager to highlight United Way’s accomplishments. “There is no denying United Way’s ability to bring people and systems together to create lasting solutions. I encourage everyone to read or listen to the centennial publication to discover just how important United Way has been over the years,” said Dr. Cole.

The publication and Podcast recording can be found at UnitedWayGSO.org/History.
ABOVE AND BEYOND

“If we all work together as a community, we can turn even the smallest gift into so much more.” - Dianne Bridger

For a century, volunteers have been at the heart of United Way’s mission to improve lives by mobilizing the caring power of the community. Every volunteer, whether they give an hour of time or more, has a lasting impact.

In the case of Dianne Bridger, her volunteer impact as a United Way Employee Campaign Manager (ECM) has spanned 28 years over two generations of family ownership at Morrisette.

ECMs lead their company’s annual campaign for United Way and collectively help raise millions of dollars each year to support local children, adults, and families, and keep employees connected to the impact they’re making.

Dianne has volunteered for nearly three decades because she believes “working together makes all the difference in a community. If we all work together as a community, we can turn the even smallest gift into so much more.”

For Dianne, who was chosen to receive one of United Way’s Centennial Volunteer Appreciation Awards, living out this philosophy has been a labor of love at a company that has dedicated much of its social responsibility to supporting United Way’s efforts.

“Back when Mr. Morrisette Sr. was in charge, he was very involved with United Way. Mr. Morrisette Jr. is also community minded and is dedicated to United Way’s success. Their family leadership has created a culture in Morrisette that has inspired us all to be more involved in our community. It’s made my volunteering that much more rewarding,” said Dianne.

Morrisette’s current owner, Bill Morrisette, has volunteered with United Way as a Board member and chaired the organization’s entire annual campaign twice with his wife, Allison.

“Dianne’s leadership is an inspiration to our family, employees, and community. She has really gone above and beyond by dedicating countless hours and, thanks to her efforts, our company and community are better off. We couldn’t be more grateful and proud of what she’s accomplished,” said Bill.
“Volunteer Appreciation” - Bill & Allison Morrisette stand behind Dianne Bridger, who has led Morrisette’s annual campaign for nearly three decades. (Photo Vanderveen Photographers)
"The Reveal" - Khari Garvin, President & CEO of United Way of Greater Greensboro unveils a new network at the pilot launch. (Photo Vanderveen Photographers)
“For a lot of organizations, when they talk about ending poverty, it’s just a tagline and a way to raise money. But, United Way has really put action behind those words for many, many years.” - Mayor Nancy Vaughan

As the saying goes, “You have to practice what you preach,” and when it comes to leading the community’s strategic efforts to end local poverty, United Way has thrived at putting words into action for a century.

So it comes as no surprise during its centennial year, United Way launched a new network to better connect local services and make it easier for people to find the help they need.

Far too often children and families living in poverty face unnecessary obstacles finding and accessing support services. In many cases, it’s even difficult for providers to connect the dots. Designed with the input of the community, United Way’s newly launched Guilford Success Network seeks to eliminate these barriers and more.

Currently in a pilot phase, the Network allows people to connect to a web of coordinated case management services and supports and select what they need to get out of poverty. Participants have online and in-person access to multiple providers committed to working together, along with a network coordinator, who will help them thrive by achieving their personal goals of becoming financially stable.

At the Network’s launch event on June 28, 2022, Nancy Vaughan, Greensboro City Mayor said, “For a lot of organizations, when they talk about ending poverty, it’s just a tagline and a way to raise money. But, United Way has really put action behind those words for many, many years.”

United Way leadership believes Guilford Success Network will help redefine the future of how local human services are coordinated and delivered to better benefit children, adults, and families living in poverty.

“There are families in our community right now who need our help. We have to make getting that help as easy as possible. It’s as simple as that. I truly believe the Guilford Success Network will make it easier for families to access and receive services that will help them leave generational poverty,” said Khari Garvin, President and CEO, United Way of Greater Greensboro.
100th Birthday

Mar. 1, 2022 - United Way Centennial Celebration
Live United Day Proclamation, 1achord,
Historic Timeline Reveal, Tree Planting
Photos: Vanderveen Photographers

Volunteer Celebration

Apr. 22, 2022 - CVA
Volunteer Appreciation Awards
& Centennial GCS Art Show
Photos: Vanderveen Photographers
MAY 4, 2022 - HOME OF KATHLEEN KELLY & GEORGE HOYLE
CENTENNIAL TOCQUEVILLE WOMEN'S CELEBRATION
PHOTOS: VANDERVEEN PHOTOGRAPHERS

TOCQUEVILLE

MAY 20, 2022 - GRANDOVER RESORT
HANDBAGS TO END POVERTY
SILENT AND LIVE AUCTION HOSTED BY WOMEN UNITED
PHOTOS: VANDERVEEN PHOTOGRAPHERS

HANDBAGS
CAMPAIGN KICKOFF

SEP. 1, 2022 - TANGER CENTER
100TH CAMPAIGN KICKOFF, CAR GIVEAWAY
AND CENTENNIAL MONUMENT UNVEILING
PHOTOS: VANDERVEEN PHOTOGRAPHERS

SPEAKER SERIES

SEP. 12, 2022 - GRANDOVER RESORT
SPEAKER SERIES FEATURING STEPHANIE LAND
Q&A W/ YOUTH & TOCQUEVILLE WOMEN & KEYNOTE SESSIONS
PHOTOS: VANDERVEEN PHOTOGRAPHERS
GOOD VIBES

SEPT. 2-30, 2022 - COLAB CENTENNIAL BEER WITH LITTLE BROTHER, ODEN, AND SOUTHEND BREWERIES AND HIP-HOP LEGEND, KRS-ONE CONCERT AT CAROLINA THEATRE, PHOTOS: VANDERVEEN PHOTOGRAPHERS

FALL FESTIVAL

OCT. 20, 2022 - SUMMERFIELD FARMS LEADERSHIP INVESTOR APPRECIATION PHOTOS: VANDERVEEN PHOTOGRAPHERS
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MILLION DOLLAR ROUNDTABLE

This generous group has contributed $1 million over a lifetime. We extend our heartfelt gratitude to each member for their significant contributions to our community.

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Joann G. and David** Grimes
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Jennifer Carlson
Betsy and Watts Carr
Gina and Chuck Carrick
Mimi and Trevor Cartee
AJ Carter
Hal B. Phillips, Jr. and
Barbara Carter
Dr. and Mrs. Philips J. Carter
Tracie Catlett
Jane and Ralph Cauthen
Curtis W. Chesney
Mark P. Chester
Ruth and Laval Choiniere
Barbara R. Christy
Patricia D. Clark
Tauvii Clark
EJ and CJ
Bev and Odell Cleveland
Cathy and Buck Cochran
Hanna and Stewart Cockburn
In Memory of Lawrence M. Cohen
Kelli and Garrison Coley
Jeffrey and Laura Collie
Mark Collins
Vickie Collins
Ms. Merrie M. Conaway
Sally B. Cone
Jackie and Manning Connors
Dr. Sharon L. Contreras
Joshua Cook
Dr. Javon and Felicia Cooper
Jean and Doug Copeland
Mary Wood Copeland
Mr. Troy Corley
Tracy S. Cornell
Carla and Ronald Corum
Kimberly Costello
Michael and Julie Cottingham
Ann Councilman
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Victor Daniel Daly
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Kathleen E. Danner
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Cynthia and Joseph Davis
Larry M. Davis
Richard Davis
Susan and Mark Davis
Davonjia and
Alexis Davis-Maxey
Meredith J. Daye
James R. and Betty S. Dean
Gabrielle Deatherage
Martha Delaney and
Thomas Reiser
Elizabeth Delgado
David and Joanna Delman
Susan and Gary Dent
James Dickens
Chris and Katherine Dickson
Rodney L. Dillard
Katherine and Monty Dixon
Michael T. Dobson
Stacey Donley
Mary Martha and
Walker Douglas
Dr. Angela Draper
Sharon Drescher
Rebekah Driggers and
David Driggers
Marlene and Tom Druga
Paige and Will DuBose
Kevin and Ronette Duhe
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Drs. Christopher and
Alison Durham
Nate and Julie Auman
Beth and John Dyson
Women Impacting Greensboro
Todd Earls
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Mark H. Eatman
Victor Champion Eaves
Denise Eatman
Gloria C. Echols
Benjamin and Alicia Edwards
Lori Edward
Theresa D. Egan
Kathy and Brian Eichlin
Jeffrey Eldridge
Chris Ellington
Michael Ellison
Susan Ellzey
Kimberly Epps
Shannon and Ron Ervin
Mr. Ulysses C. Espadero
Stephen K Farabee
Joaquin Alejandro
Fernandez Ramirez
Dale and Janet Ferrell
Dick Feulner
Janis and Andy Fields
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Timothy S. Fleming
Nicolas Foltz
Sherman Ford
Andrea Fox Tierney
Angela M. Fraser
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Nowessa M. Galloway
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Wendy and Keith Gatlin
Kim and Danny Gatling
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Lea Gillie
Eanne and John Gillon
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Samantha Goddard
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Renica Greene
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Keith Guise
John M. Gulley
Ivet Marlene Guzman-Retama
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Oscar Haley
April and Steven Haley
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Tracy D. Hall
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Preston and Kristi Hammock
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Richard Hargrave
Thomas A. Harlan
Guy and June Harley
Rashanda R. Harris
John Hatjopoulos
Johnathan Hawks and
Susan Astfjord Hawks
Kent Auberry and Debbie Hayes
Terrie Hayes
The Heaton Family
Christopher and Meredith Heffner
Nicholas and Beth Heinzelmann
Byron Heizer
Erica Henderson
Harvey and Emily Herman
Christopher T. Herndon
Ms. Judith Gayle Herron
Sydney A. Herron
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Korey and Robert Hickling
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Greg and Julie Higgins
Christine Hinshaw
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Robin and Anthony Hipps
Jeremy Stuart Hodgson
Mikael and Karin Hogberg
Clay Allison Holder
Brent and Karen Holmes
Teresa D. Holmon
Dr. Anand Hongalgi and
Sangeeta Mudreddy
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Alex Hoofman
Nathaniel Hooks
James and Deborah Hooper
Teresa and Max Hopkins
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Martha and David Howard
Pam and Ben Hoxford
Mark and Connie Hudsins
Peggy Hudson
Agnes Hughes
Mary and Larry Hull
Susan and Robert Hunter
Connie M. Hutjens
Raj Iragavarapu
Valerie Leschber and
Susan Iretan
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Laura and Alan Irvin
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Courtney B. Isom
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Marva and Talford Jarman
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Elissa A. Langley
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Ronald Lawrence, PhD
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Willie W. Lewis
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Ginni and Al Lineberry, Jr.
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Len Lucas
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Jim Malek
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Marilyn Feuchs-Marker  
J. Reid Marks, Jr.  
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Davida and Harold Martin  
The Brad Martin Family  
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Brittany Nicole Massey  
Sheri Masters  
Jason M. Mathews  
Marshall and Cece Matson  
Thyaiz Maxwell  
Melinda Mayhew  
Beth D. McAlhany  
Beth and Pat McCain  
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Frank and Vicki McCain  
Sharon and Kendall McCarter  
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Cindy McCauley  
Stan and Kristi McDaniel  
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Suzanne Miller  
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Ruby Millican  
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Shirley L. Morton  
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Megan and Odaro Omoruyi  
Olajide Akani Onikoyi  
Damali Orozco  
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Chuck Pannell  
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Austin Parrish  
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Heath and Alison Patterson  
Dr. Denise Q. Patterson  
Gene R. Patton  
Mitchell and Amy Paul  
Eric Paylor  
Elizabeth and Phillip Payonk  
Alyssa George  
Sue and Joe Pedaline  
Michael Pennucci  
Fernando C. and Beatriz Peral  
Mark Perry  
Mrs. Lloyd J. Peterson  
Alexis and Tony Petitt  
Kevinetty  
Alana Marie Pevets Parker  
Mark and Heather Pflug  
Gloria and Reid L. Phillips  
Roy and Betty K. Phipps  
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Scott R. Rehm, D.D.S.  
J.B. and Lisa Reid  
Lorrie M. Reid  
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Joyce E. Richman  
Melissa Riffe-Guyer  
Anne Riker  
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Vernette B. Roberson  
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Kimberly and Dennis Robertson  
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Tinique L. Robinson  
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Ms. Tyler Rochelle  
Andy and Frances Rodenbough  
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Jackie Roh  
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Ila Rosenthal and Jeff Katz  
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Brent Russ  
Scott and Patricia Russell  
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Dabney and Walker Sanders  
Gabe and Evelyn Santanella  
David Sar  
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Karen Schaeed  
Brian Schiller  
Koy Schoppe  
Mr. Steve L. Schoultz  
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Malaina D. Seegars and  
Travis Seegars  
Joshua Seldin  
Carl and Diane Semmler  
Jimmy and Linda Shafer  
Dr. and Mrs. Mark T. Shapiro  
Melissa and Jeremy Shearer  
Deborah Shelton  
Lynette D. Shipwash  
Danny and Delores Sides  
Jill Simons  
Benjamin and Monica Sintay  
Phil and Beth Sizemore
Lisa and Randy Sizemore
David Skinner
Mr. James Smith
Mr. and Mrs. James Lee Smith
Norman B. Smith
R. Dixon Smith
Robert and Rebecca Smith
Kathryn Ashby and Steve Smith
Virginia Smith
Yolanda and Jesse Smith, Jr.
Sue Schwartz
Mary Davie and Stan Speckhard
Karah Spencer
Brian Keith Stanley
Rena and Edward Staples
Brian Stark
Mark and Elizabeth Stauffer
Laura and Mike Steen
Erich Jay Stoltzfus
George and Cathy Stone
Jason and Laura Strange
David and Debbie Stubbs
Dr. Thomas Stuckey
Joe D. Styres
Emily E. and Michael Sudermann
Graham Thomas Summerlee
John Swindell
Stephanie and Ronnie Sydell
James Sypniewski
Dr. Stuart Tafeen and Family
Allison and Cam Tally
Darlene and Andrew Taylor
Emily G. Taylor
Shonita R. Taylor
Teresa Taylor
Susan L. Terrell
Tricia Teter
Michael Texidor
Julia and Drew Thomas
Juliaette Thomas
Michael Anthony Thomas
Ja’Tia Thompson and
Adrian Thompson
Stafford L. Thompson, Jr.
Lise’ A. Timmons McLaughlin
Randy and Maggie Tinsley
Stacey and Scott Toben
Mark and Teresa Tollison
Tom and Cynthia Townes
Mark Townsend
Ashley W. Triplett
Kim D. Triplett
Kay and Gene Trout
Roland and Meredith Trout
Craig Trumbo
Debbie Tucker
Earl W. Tunstall
Patricia and Addison Tuttle
James Paul Ulery, Jr.
Randy and Lisa Underwood
Donna Urquhart
John and Tiffany Vestal
Kit Vollmer
Weaver K. Walden
Garrett and Jane Walker
Ryan Wallace
Rachel Waller
Jae and Jeannie Walser
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Charles A. Ward
Mrs. Sarah Warmath
Lei F. Washington
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Mr. and Mrs. Thomas C. Watkins
Tamara Watkins
Wendi B. Watkins
Amanda and Roger Watson
Vickie A. Watson
Michael A. Webb
Lynn Paxton and Scott Webster
Mr. Barry Weed
Ross Weikel
Judy and Bob Wein
James and Joann Weissman
Jacalyn and Brantley White
Faye C. Thompson and
Jeff Whiting
Ellen D. Whitlock
Judy and Bob Wicker
Martin Wiglesworth
Rodney H. Wilds
Barbara Louise Williams
Howard L. Williams
Jimmi Williams
Scott and Nancy Williams
Julie Williams
Kristine Williams
Youland and Albert Williams
Anita Williamson
Tanya Willis
Dr. Linda R. Wilson
Najavin Wilson
Edward Wohlgemuth
Mr. and Mrs. David C. Wolverton
Vernita Harris and
Kelvin Womack
David and Michelle Worsley
April Sherrill
Dr. James Wyatt
Robert and
Cassandra Yarborough
Jennifer A. Yocum
Andrew Young
Ashley P. Young
Rhonda and David Youngdahl
Ms. Hyang Sook Yu
THANK YOU

To our generous 2021 corporate leaders, foundations & dedicated employees

500,000 to $1,000,000
Cone Health

$100,000 to $499,000
Lincoln Financial Group
VF Corporation
ITG Brands
Joseph M. Bryan Foundation
UPS
The P & G Fund Of The Greater Cincinnati Foundation
Blue Bell Foundation
Syngenta
Guilford County Schools
Volvo Group of Companies
Kontoor Brands, Inc.
Brooks Pierce McLendon Humphrey & Leonard L.L.P.
City of Greensboro
Truist Bank
Siemer Institute

$10,000 to $24,999
Publix Supermarkets Charities, Inc.
United Way of Greater Greensboro
FedEx Express
Biscuitville Restaurants
TowneBank
Triad Financial Advisors, Inc.
Eagle Physicians & Associates, PA
Pinnacle Financial Partners
Greensboro Housing Authority Center for Creative Leadership
Harris Teeter Supermarkets, Inc.
Pace Communications, Inc.
Deep River Partners
PricewaterhouseCoopers, LLP
Arch Mortgage Insurance
Costco
Kayser-Roth Corporation
American National Bank & Trust Company
Summit Rotary Foundation
Evonik Industries
LabCorp
Penn National Insurance
The Dillard Fund
Higgins Benjamin, PLLC
First National Bank
Well•Spring, A Life Plan Community
Weaver Investment Company
Bericos Fuels, Inc.
Bernard Robinson & Company, L.L.P.
First Citizens Bank & Trust

Richardson Properties
Hillsdale Fund
Koury Corporation
Stanley and Dorothy Frank Family Foundation
Bonset America Corporation
Gulford Merchants Assoc./Firstpoint
Griffin Family Foundation
Shamrock Environmental Corporation
Samet Corporation
Mercedes Benz of Greensboro
Bell Partners, Inc.

Columbus Forest Products, Inc.
William A. Stern Foundation
Snider Fleet Solutions
Ott Cone & Redpath, P.A.
Aurora Diagnostics
GPA Laboratories
Parker Hannifin Corporation
Horizon Tool, Inc.
Habitat for Humanity of Greater Greensboro
Hagan Barrett, PLLC
Senior Resources of Guilford
Principal Financial Group
Delman & Company
Terminix Company - Bruce Terminix
Craft Insurance Center
Centric Brands, Inc.
Legal Aid of North Carolina, Inc.
Greensboro Radiology, PA
Visa
Carruthers & Roth, P.A.
Johnson Controls, Inc.
Beacon Technologies, Inc.
Citi Cards
Vanderbilt Mortgage and Finance
NC A&T State University
Barron & Berry
Guilford Technical Community College
Bluescope Steel
O’Reilly Auto Parts
Target Corporation
Salvation Army of Greensboro
CIGNA-Medicare
Greensboro Chamber of Commerce
Avient Remote Sales
Walmart Foundation
Greensboro OB/GYN Associates, Inc.
Shamrock Corporation
Seven local United Way partners were honored with Spirit of North Carolina Awards at United Way of North Carolina’s (UWNC) annual award event on March 1, 2022. Winners went above and beyond the traditional scope of fundraising by deeply engaging the communities and volunteers, supporting COVID-19 relief efforts, and by creating opportunities to educate employees on Diversity, Equity, and Inclusion.

**SPIRIT OF NC AWARDS**

**Congratulations to these seven corporate leaders & dedicated employees**

Seven local United Way partners were honored with Spirit of North Carolina Awards at United Way of North Carolina’s (UWNC) annual award event on March 1, 2022. Winners went above and beyond the traditional scope of fundraising by deeply engaging the communities and volunteers, supporting COVID-19 relief efforts, and by creating opportunities to educate employees on Diversity, Equity, and Inclusion.

**Building a legacy of community engagement through volunteerism**

**Summit Rotary Club** – The Summit Rotary Club of Greensboro has been a committed partner of United Way of Greater Greensboro for the last ten years. From taking on volunteer leadership positions, to hosting resource drives for families in need, to making significant financial contributions to support United Way Family Success Centers (FSC) and Integrated Service Delivery Network during the pandemic, Summit Rotary has dedicated itself to deep community engagement in the Greensboro community around efforts to end local poverty.
Building a legacy of community engagement through volunteerism

**Xtern Software** - Community engagement, volunteering, and a culture of care are core values for Xtern Software and its employees. To help Family Success Center (FSC) members gain workplace skills for employment, Xtern executives and software developers held COVID-safe interest sessions to meet with FSC members, assess their computer literacy skills, and build a curriculum to meet their needs. In response to the pandemic, Xtern gave financial support, held hygiene supply drives, and created care packages so that FSC families had critical supplies during the COVID-19 crisis.

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Building Campaign Momentum with Engaged Leadership & Employees

**ITG Brands** - ITG Brands stepped up their campaign engagement this year by thinking outside of the box. First, they assembled a campaign committee with representation from each of ITG Brands’ Business Units, allowing for increased participation from employees, more thorough communication about the campaign, and exposure to United Way of Greater Greensboro messaging about our new Bold Goal. Senior leadership also provided employees with incentives for those who participated which helped increase turnout not only in financial contributions made but for a drive-through Purse Party event that generated auction items for our Handbags to End Poverty event as well.

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Campaign/engagement success or campaigns conducted amid COVID-19

**Lincoln Financial Group** - Lincoln Financial Group (LFG) has maintained their standing in the top 2 overall workplace campaigns in Greensboro. The success of Lincoln’s employee-driven campaign is attributed to their creative and agile approach to engage employees in a virtual environment. Amid COVID-19, employees reimagined traditional campaigns, offering new and innovative formats to encourage active participation. Virtual events included a senior leadership series focused on giving back, along with weekly “lunch and learn” opportunities. Lincoln employees are deeply engaged, uniquely connected and remain firmly committed to their Greensboro community, which helped to ensure a successful campaign.

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Investment in long-term sustainable impact

**The Fresh Market** - As a guiding principle, The Fresh Market believes in bringing people together and giving back to the communities they serve. Their partnership has been instrumental in supporting United Way’s year-round signature events. The Fresh Market has provided generous large in-kind contributions of flowers, food, gift cards, and more, along with financial contributions that have had a lasting impact in the Greensboro community. In addition to their support of United Way, they make food donations multiple times per week to Feeding America’s partner food banks and its agencies to fight hunger in their communities.

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Leading through the DEI lens

**Cone Health & Kontoor Brands** - After hosting a series of community conversations on racial equity in the summer of 2020, United Way decided to promote diversity, equity, and inclusion by launching a 21-Day Racial Equity Challenge in the spring and fall of 2021. Thanks to support from Kontoor Brands and Cone Health, nearly 800 people accepted the challenge and received 21 daily emails with thought-provoking content and resources exploring topics like structural racism, segregation, privilege, gender, and LGBTQ rights. Both Kontoor Brands and Cone Health sponsored the challenge and promoted it to their employees as an internal diversity, equity, and inclusion educational and learning opportunity. Both organizations openly acknowledged that dismantling barriers to equity is key to creating a community where people can thrive, which is at the heart of United Way’s efforts to end local poverty.
FINANCIALS
2021 - 2022

<table>
<thead>
<tr>
<th>TOTAL REVENUE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Community campaign giving</td>
<td>7,836,924</td>
</tr>
<tr>
<td>Market investments and assets (approximate loss)</td>
<td>(3,500,000)</td>
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<tr>
<td>Total net revenue (including investments/assets loss)</td>
<td>7,836,924</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>ANNUAL COMMUNITY INVESTMENTS TO END POVERTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Partner grant allocations</td>
</tr>
<tr>
<td>Initiatives</td>
</tr>
<tr>
<td>Family Success Network and Guilford Success Network</td>
</tr>
<tr>
<td>Total community investments</td>
</tr>
<tr>
<td>Administration costs (Overhead rate available on website, subject to completion of the 990 report for 2021 tax year.)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MACKENZIE SCOTT ALLOCATIONS TO-DATE</th>
</tr>
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<tbody>
<tr>
<td>In 2020, national philanthropist, MacKenzie Scott gifted United Way $10M to support local efforts to end poverty. When received, United Way announced it would leverage the funds to support strategic efforts over a longterm period of time. Below is an accounting of how the funds have been utilized to-date.</td>
</tr>
<tr>
<td>Community grants to support housing</td>
</tr>
<tr>
<td>Funds to support 2022 Strategic Partner grants</td>
</tr>
<tr>
<td>Family Success Centers expansion, supporting additional coaches (committed)</td>
</tr>
<tr>
<td>Guilford Success Network software development</td>
</tr>
<tr>
<td>Guilford Success Network core pilot launch partners</td>
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<tr>
<td>Guilford Success Network IT support (committed)</td>
</tr>
<tr>
<td>Guilford Success Network 2-year build-out (committed)</td>
</tr>
<tr>
<td>Total MacKenzie Scott allocations and commitments</td>
</tr>
<tr>
<td>REMAINING FROM ORIGINAL $10M GIFT</td>
</tr>
</tbody>
</table>

United Way of Greater Greensboro does not assess membership dues or a fee for fundraising, administration and management expenses to Combined Federal Campaign federation members. United Way of Greater Greensboro as a Combined Federal Campaign federation honors all designations made to each member organization by distributing a proportionate share of receipts based on donor designations to each member. An uncollectible shrinkage percentage based on an average of the prior three year’s uncollectible rate is charged on all pledges.
United Way of Greater Greensboro’s strategic investment model for ending poverty supports local programs that work together to have a holistic longterm impact on children, adults and families.

**COMMUNITY**

**Investments 2022 - 2023**

**STRATEGIC PARTNERS**

**HELPING YOUTH TRANSITION FROM CRADLE TO CAREER**

**TOTAL: $1,086,602**

<table>
<thead>
<tr>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day Treatment</td>
</tr>
<tr>
<td>Big Brothers, Big Sisters</td>
</tr>
<tr>
<td>Extended Learning Opportunity</td>
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<tr>
<td>Foster Care to Permanency</td>
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<tr>
<td>Dropout Prevention</td>
</tr>
<tr>
<td>Healthy Start</td>
</tr>
<tr>
<td>Infant Toddler Early Intervention Program</td>
</tr>
<tr>
<td>Junior/Senior/Advanced Life Skills</td>
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<tr>
<td>Operation Homework at Jackson</td>
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<tr>
<td>Family Literacy</td>
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<tr>
<td>Boys &amp; Girls Club Project Learn</td>
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<tr>
<td>Foster Grandparents Program</td>
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<tr>
<td>Hayes-Taylor Early Education Center</td>
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<tr>
<td>Healthy Moms Health Babies</td>
</tr>
<tr>
<td>Teen Parent Mentor Program</td>
</tr>
</tbody>
</table>
### Helping Adults Land Jobs and Increase Income
**Total: $814,953**

- HIRE (collaborative)
- Consumer Credit Counseling Services
- Adult Secondary Education
- Homeowner Services
- Public Benefits Unit
- Community Offender Resource Program
- Adult Literacy
- Employment and Financial Stability
- Supported Employment
- Small Business Incubator
- Women to Work
- Women's Economic Success
- Structured Day
- Success At School Afterschool

### Providing Access to Basic Needs and Healthcare
**Total: $966,602**

- Outpatient Counseling
- Home Repair Program
- Children's Advocacy Center
- Clara's House Domestic Violence Shelter
- Integrated Behavioral Health Services
- Primary Healthcare for the Uninsured
- Victim Advocacy Services
- Guilford Dental Access Program
- Integrated Behavioral Health Program
- Domestic Violence Unit
- Eviction Resolution Project
- Community Nutrition & Support Program
- Sickle Cell Services
- Pathway to Success
- Nutritional Support Services
- Housing Services
- HIV Care and Wellness Services
- My Sister Susan's House
- Family Emergency Shelter

### Integrated Service Delivery - Bundled Services That Remove Barriers
**Total: $1,848,538**

- Family Success Centers
- Guilford Success Network
United Way of Greater Greensboro invests in initiatives that further our impact on children, adults and families.

### COMMUNITY
Initiatives & contracts 2022 - 2023

### INITIATIVES AND CONTRACT PARTNERS

<table>
<thead>
<tr>
<th>Initiatives</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-1-1: United Way of North Carolina</td>
<td>United Way of North Carolina</td>
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<tr>
<td>Best Summer Ever Summer Camp</td>
<td>Best Summer Ever</td>
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<tr>
<td>Child Care Scholarships</td>
<td>Gailford Child Development Center</td>
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<tr>
<td></td>
<td>Mentoring Matters</td>
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<td></td>
<td>Partners Ending Homelessness</td>
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<td>Thriving at Three</td>
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<td>The Volunteer Center of the Triad</td>
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</table>

**UNITED WAY OF GREATER GREENSBORO INITIATIVES**
**TOTAL: $689,640**
United Way creates, connects, and leads community partnerships that equip and empower people to leave poverty.
End local poverty

3,000 households by 2030