LIVE UNITED

OVERCOMING POVERTY IS NOT A GESTURE OF CHARITY.
IT IS AN ACT OF JUSTICE. - Nelson Mandela
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.
As we look back over the last year, we are filled with gratitude and confidence for the future. The greater Greensboro community stepped up in big ways to support our holistic strategy to end local poverty. As a result, thousands of children, adults, and families are receiving the support and hope for the future they desire.

We are eternally grateful for all the work that our volunteers and staff have done, every partner who worked alongside us, and for everyone who has made a financial investment into our work, large and small.

Last year was also filled with impactful milestones.

We are beyond excited for the future with our new President and CEO, Frank McCain. Frank brings with him a wealth of experience and a proven track record of leadership in United Way and in our community. His vision and passion for advancing our community align seamlessly with our mission of ending local poverty.

Together, we are making significant progress addressing our work to achieve our BOLD Goal. We are proud to share that we have surpassed our pacing goal and are on track to move 3,000 households in greater Greensboro out of poverty by 2030.

We also selected YWCA Greensboro as the new lead partner to operate our second Family Success Center. Family Success Centers are a critical component of our strategic approach to end local poverty through an Integrated Service Delivery model.

On the following pages we invite you to celebrate the accomplishments you’ve made possible over the last year. There is much to celebrate, but there is much yet to be done.

Together, we can end local poverty!
YOUR IMPACT

Outcomes and success stories

Last year you helped create 32 strategic partnerships and initiatives that supported 52 programs that are providing local pathways out of poverty for our neighbors. Below are just a few outcomes and highlights made possible in 2022-23. Some people receive multiple services.

10,963 people received basic needs support
- 3,546 adults & families in poverty received housing, shelter, and supports.
- 1,336 adults & families in poverty were safe from a violent situation.

6,242 people took steps toward financial stability and independence
- 1,700+ adults in poverty were placed on a path to family-sustaining wages through employment.
- 500+ adults in poverty got financial counseling &/or legal help to become more financially secure.

4,730 children & youth received help to hit major milestones, from cradle to career
- 2,000+ youth in poverty received mentoring and/or supportive learning services.
- 800+ parents & children in poverty received supports for school readiness.

8,928 people received support to improve their health
- 2,600+ people in poverty accessed needed healthcare services.
- 2,900+ people in poverty received healthy food.

“In poverty” means the household’s income is at or below 100% of the federal poverty threshold.

432 households were served at United Way’s two Family Success Centers
- 107 adults obtained a new or better job & 21 households increased their income.
- 154 children received high quality childcare, allowing their parents to develop new skills.

6,747 people called United Way’s 211 hotline to access local services
- 5,880 callers were referred to housing and shelter programs.
- 2,459 callers were referred to support services for home utilities.
When Leah Carper was in elementary school, she and her brothers were assigned mentors from Big Brothers Big Sisters, one of United Way of Greater Greensboro’s strategic partners. This program serves young people from age five through young adulthood in one-to-one mentoring friendships.

Leah says that her brothers had been acting out in class and their school leaders must have thought that the extra support would help all the siblings cope with their parents’ recent divorce. “My Big Sister was so fun,” Leah remembers. “She played on the playground with me and made me laugh.” They would often walk around and talk about life: TV shows, movies, friends, and family, and in December; they talked about Christmas. Her Big Sister asked her if she believed in Santa.

Eight-year-old Leah responded with full certainty that she didn’t think she ever believed in Santa. It’s hard to believe in Christmas magic when everything around your family feels as if it’s falling apart. She also revealed that she was unsure if her family could afford to have presents at all that year.

Leah sounded so matter of fact with her words that her Big Sister stopped walking. After a few minutes, she knelt so her eyes were at the same level as Leah’s and she thoughtfully said, “I’m not quite sure if there is a Santa Claus, but Christmas magic doesn’t necessarily come from him anyway; it comes from people who give their time and care to help others feel loved.”

That had been a bleak year for her family. “My family needed to feel Christmas magic more than anything, and we did,” Leah remembered. When they came downstairs on Christmas morning, there were presents for the whole family under a donated tree. People in the community came together to ensure that Leah’s family was taken care of that Christmas season. In her eight-year-old heart, she had a feeling she knew where it came from. “I might not have ever believed in Santa, but I will always believe in people.”

Mentoring programs like Big Brothers Big Sisters connect people with trained volunteers who will care for them in an attentive, individual way—human to human. Mentoring is a priceless part of the community infrastructure and support system that United Way builds. As Leah says, “mentors represent the caring power of the community and give young people something to believe in.”
COLLABORATION WITH COMMUNITY PARTNERS CREATES EMPLOYMENT PIPELINES

Creating a workforce program through collaboration, United Way of Greater Greensboro partnered with Cone Health and Truist Foundation in a pilot program that allowed four members of United Way’s nationally recognized Family Success Centers (FSC) to begin a new career journey.

This pilot workforce development program combined resources and funding to provide FSC members the chance to participate alongside Cone Health employees in their Certified Medical Assistant (CMA) Academy. Participation in the Academy allowed FSC members an opportunity with competitive wages and benefits to start a career path in the medical profession with recognized CMA credentials. Upon completion of the paid training, members were selected for positions in the Cone Health system with additional pay increases.

To be eligible to attend the Academy, FSC members were required to have a high school diploma or GED, a strong medical interest and temperament for healthcare, and demonstrate motivation and commitment to the process.

After thorough vetting and preparation by FSC Coaches, four FSC members were selected by Cone Health to enroll in their CMA Academy. FSC Coaches worked with members on compiling all the needed paperwork, holding multiple practice interviews, and securing adequate childcare and transportation to allow them to participate fully in this six-month program.

While attending the Academy, FSC members remained in frequent touch with their coaches who offered support, encouragement, and help to find solutions when “life happened” and threatened to derail their participation. Regular communication between Cone’s instructor and FSC Coaches was essential and made this a successful partnership. This opportunity benefited both FSC members and Cone Health. It created an employment pipeline for people to break into the healthcare field with full support of the FSC to address any out-of-the-classroom barriers and challenges that accompanied their journey from economic instability to sustainability.

Due to the success of this collaborative pilot program between Cone Health, United Way and Family Success Center, three new FSC members have joined the 2024 Cone Health CMA Academy cohort currently in progress.
Heather Milligan’s journey with United Way began in Concord, New Hampshire, in the early 1990s with what was then Merrimack County United Way. She started volunteering after experiencing deep gratitude for the benefits that United Way helped make possible for her family. Her son, at age 3, was non-verbal and soon diagnosed with Asperger’s Syndrome, on the Autism Spectrum. He needed extensive services including speech therapy, occupational therapy, and physical therapy plus a number of special accommodations in the home. Through United Way, Heather was connected with Community Bridges who helped her to secure these services at minimal cost, which Heather says, she was “so grateful for since I barely made a living wage at the time”.

After experiencing the benefits first-hand, she felt compelled to “pay it forward” and volunteer with United Way to give back to others in the community. Over the years, Heather served in many ways including being part of the volunteer committees that review grant applications to recommend funding to the United Way Board of Directors for approval. When she left New Hampshire in 2015, the Merrimack County United Way had joined with other United Ways in New Hampshire to form the Granite United Way where they were making a broader and more effective impact through the power of collaborating to share resources.

In 2015, Heather’s job was relocated to Greensboro, and she immediately contacted United Way of Greater Greensboro (UWGG) to see how she might serve and learn about the non-profits in this community. She began volunteering on one of our Impact Councils, which are groups of community leaders who are issue experts in Education, Financial Stability, Health Care, and Basic Needs. These volunteers review grant requests in a fair and non-biased way to ensure every dollar invested into the community is having the maximum impact—similar to what she had done in New Hampshire.

After a few years, Heather joined UWGG’s Community Investment Council, a committee of the Board of Directors, to provide direction on the strategic investments that our United Way makes. Such investments include Family Success Centers, the design and building of the Guilford Success Network, and Impact Area grants. In 2020, she was asked to join the United Way Board of Directors and in 2022, to lead the Community Investment Council as Chair.

Heather explains, “I give to the United Way because I passionately believe that everyone deserves the services and support they need to thrive and support their families. I volunteer with the United Way because I enjoy the connection to our community. It’s a joy to serve alongside a very dedicated and talented leadership team at the United Way, as well as with the Board and Council members who truly want to see us improve lives in our community—including lifting 3,000 families out of poverty by the year 2030.”
LIVE UNITED DAY
MAR. 1, 2023 - GREENSBORO CULTURAL CENTER
LIVE UNITED DAY IN CITY OF GREENSBORO
PHOTOS: UNITED WAY OF GREATER GREENSBORO

CAMPAIGN KICKOFF
SEPT. 8, 2023 - THE TERRACE, GSO COLISEUM COMPLEX
CAMPAIGN KICKOFF
PHOTOS: BETSY BLAKE
TOCQUEVILLE

OCT. 5, 2023 - HOME OF KATHLEEN KELLY & GEORGE HOYLE
TOCQUEVILLE SOCIETY CELEBRATION
PHOTOS: VANDERVEEN PHOTOGRAPHERS

TRUNK-OR-TREAT

OCT. 29, 2023 - UNITED WAY
TRUNK-OR-TREAT
PHOTOS: VANDERVEEN PHOTOGRAPHERS
HANDBAGS FOR HOPE

OCT. 16, 2023 - GRANDOVER RESORT & SPA
13TH ANNUAL HANDBAGS FOR HOPE
PHOTOS: CAROLYN DEBERRY

CONVERSATIONS

DEC. 12, 2023 - GUILFORD COLLEGE
CONVERSATIONS WITH COMMUNITY LEADERS
PHOTOS: VANDERVEEN PHOTOGRAPHERS
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THANK YOU

To our generous 2022 Tocqueville Society members
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.

$1,000,000 AND ABOVE
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Joseph M. Bryan, Jr.
Joann G. and David** Grimes
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These forward thinking donors endowed their Tocqueville giving in perpetuity to make an impact in our community for generations to come.

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Robert and Leslie Ketner
Gina and Jim Kinard
Jaclyn King
Bob King and Julie Davis
Mike Kirkman
Anne Kirchmayer and
Andy Kirsteins
Emily and Ed Kitchen
Todd and Amy Klass
Edward Klawitter
Andrew Klish
Katie L. Klod
Cindy and John L. Knowles, Jr.
Anne and Phil Koch
Krista Kohlphenson
Donald J. Kopriva
dave and Shannon Kovach
Kurt and Joy Kronenfeld
Mr. Andrew Krueger
Mr. Jeremy Kuenzi
Ruth Enid Kuilan Leon
Rick Kupselaitis, Jr.
David G. Laboy
Kalin Lacy
Beth Langley
Elissa A. Langley
Rodney and Simone Langley
Louise and Bill Latture
Mrs. Barbara J. Lawless
Ronald Lawrence, PhD
Ricky and Wendy Lawrence
Clyde and Wanda Lea
Stephanie Lehnhausen
Mark and Alison Leitner
Johnny W. Lemons
Jennifer A. Leonard
Kay and Gary Leonard
Brian Jay Rivera Leonardo
Richard Lerner
Valerie Leschber and
Susan Iretton
Drs. Richard and Susan Letvak
Mildred B. Levin
Duane D. Lewis
Margaret Lewis
Mr. Willie W. Lewis
Ginni and Al Lineberry, Jr.
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Gerald A. Long
Caleb and Melissa Lord
Ms. Julie Lovelace
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Len Lucas
Brian and Anne Lunsford
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Brandon M. Maley
Nadine M. Malpass
Susan and Dennis Manchester
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C. Thomas H. Martin
The Brad Martin Family
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Helen M. Mason
Sheri Masters
Jason M. Mathews
Marshall and Cece Matson
Betty C. Maxfield
Melinda Mayhew
Brian McCain
Gary McCartney
Stan and Kristi McDaniel
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Ms. Carole C. McFee
Alexis Mcgill
Carolyn B. McGovern
Lydia McIntyre
Ms. Janiese P. McKenzie
Christopher and
Julie McKeown
Adam D. McKim
Ian Thomas McKinney
Precious and Antonio McKoy
Brian McMillan
Lamont G. McMillan
William G. and Rosa Y. McNairy
Ms. Bridget McPhillips
Joe and Cameron Meador
Jeanine Meagher
Aashka and Shyamol Mehta
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Mr. Patrick Messick
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David M. Miller
Mr. and Mrs. Richard A. Miller, Jr.
Alicia Miller Corbett
Richard and Lucie Million
Dustin G. Milner
Allen and Tara Montgomery
Angela Siler-Moore
Cherilyn and Scott Moore
Christine E. Moore
Rosalyn Rochelle Moore
Dr. Sharon T. and James M. Morgan, III
Mr. Walter Morgan
Lisa and Blaine Moricle
Linda J. Morris, MD
Shirley Morrison
Shirley L. Morton
Dyllan Moss
Ken Mottinger
Alexander Mueller and Judith Eidems
Nikki L. Murphy
Dr. Scott M. Nadel
Terry W. Neal
Jason Nelms
Dr. and Mrs. Marc H. Nesi
Richard and Susan Newman
In Memory of
Bonnie L. Hallman
In Memory of Kathy Norcott
Melissa and Ben Norman
Mona O’Bryant
Jackie and Dan O’Connell
John T. O’Connor
Lynne and Glenn Ogden
Megan and Odaro Omoruyi
Olajide Akani Onikoyi
Ms. Damali Orozco
Dr. Jim Osborne
Elizabeth and Bill Osteen
Sande and Ted Pahl
Chuck Pannell
Katherine and Jim Pappa
Melissa and Charles Parks, III
Austin Parrish
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Mitchell and Amy Paul
Lynn Paxton
Alyssa Pech
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Fernando C. and Beatriz Peral
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Chandler Powers
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Lucinda E Snyder
Maurice and Ayanna Quick
Jennifer and Lance Ramsey
Megan E. Raven
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Cynthia Rizzo
Dr. Kimberly Robertson
Marlene Talley and
Edward A. Robinson
Tinique L. Robinson
Jean and James Rochelle
Ms. Tyler Rochelle
Ms. Jacqueline N. Rodriguez
Sam and Lisa Rofail
Ruthie Rogers
Jackie Roh
Mr. Ted Ross
Ashraf and Sarah Rozek
Montrell A. and Tifanie Rudd
Dabney and Walker Sanders
Natalie and Craig Sanders
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Robert W. Saunders
Koy Schoppe
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Joshua Evan Seldin
Carl and Diane Semmler
Mr. Ronald Reid Settle
Jimmy and Linda Shafer
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Deborah Shelton
Kerri and Christopher Shirley
Danny and Delores Sides
Jill Simons
Benjamin and Monica Sintay
Lisa and Randy Sizemore
Phil and Beth Sizemore
Eunika D. Smalls
Mr. and Mrs. James Lee Smith
Kelly Smith
Norman B. Smith
R. Dixon Smith
Robert and Rebecca Smith
Virginia Smith
Sue Schwartz
Mary Davie and
Stan Speckhard
Karah Spencer
Kenton and Susan Stamey
Brian Keith Stanley
Rena and Edward Staples
Mark and Elizabeth Stauffer
Jonathan E. Stevenson
Debbie Stokes
George and Cathy Stone
Jason and Laura Strange
Annette Stutts
Joe D. Styres
Emily E. and
Michael Sudermann
Graham Thomas Summerlee
Denise Sumner
Rosalind L. Swann
Stephanie and Ronnie Sydell
James Sypniewski
Dr. Stuart and Elyse Tafeen
Andrew and Darlene Taylor
Emily G. Taylor
Teresa Taylor
Donna Taylor-Holden
Julia and Drew Thomas
Juliaette Thomas
Ja’Tia and Adrian Thompson
Stafford L. Thompson, Jr.
Lise’ A. Timmons McLaughlin
Maggie Tinsley, In Memory of
Randy Tinsley
Stacey and Scott Toben
Mark Townsend
Ashley W. Triplett
Ms. Kim D. Triplett
Kay and Gene Trout
Craig and Mary Trumbo
Earl W. Tunstall
Randy and Lisa Underwood
Seth and Tamara Vaughan
John and Tiffany Vestal
Marcel Vinson
Kit Vollmer
Weaver K. Walden
Ryan Wallace
Rachel Waller
Jae and Jeanie Walser
Michael and Diane Walton
Charles A. Ward
Mrs. Sarah Warmath
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Lei F. and Daryl Washington
Jamiah K. Waterman
Mr. and Mrs. Thomas C. Watkins
Chuck Watts
Mr. Michael A. Webb
Mr. Barry Weed
Ross Weikel
Judy and Bob Wein
Kristina Michelle Wheat

Jacalyn and Brantley White
Jane K. White
Courtney and Richard Whittington
Judy and Bob Wicker
Howard L. Williams
Jimmi Williams
Scott and Nancy Williams
Kristine Williams
Anita Williamson
Linda R. Wilson
Najavin Wilson
Teddy and Becca Wohlgemuth
Mr. and Mrs. David C. Wolverton
April Sherrill
Jennifer A. Yocum
Ashley P. Young
Rhonda and David Youngdahl
Ms. Hyang Sook Yu
Andy Zimmerman
THANK YOU

To our generous 2022 corporate leaders, foundations & dedicated employees

$500,000 to $1,000,000
Cone Health
Piedmont Triad Airport Authority
Marsh & McLennan Companies
Costco
Electric Supply & Equipment Co.
M. G. Newell Corporation
Publix Super Markets, Inc.
United Way of Greater Greensboro Employee Campaign
General Dynamics Mission Systems
PNC Bank
Toledo Foundation

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

$50,000 to $99,999
Morrisette Packaging
Guilford County
Ecolab
Stanley and Dorothy Frank Family Foundation
The Leon Levine Foundation
Wells Fargo
The Cemala Foundation

$25,000 to $49,999
Hoffman & Hoffman, Inc.
Cone Mills Charitable Fund
Fox Rothschild LLP
Hillsdale Fund
Weaver Foundation
Brown Investment Properties, Inc.
Harris Teeter Supermarkets, Inc.
TowneBank

Bank of America
Ametek Technical & Industrial Products
Carlton Scale
Higgins Benjamin PLLC
First Citizens Bank & Trust
Elevate Textiles
Richardson Properties
Mercedes Benz of Greensboro
Twilley Family Foundation
Griffin Family Foundation
Bonset America Corporation
Biscuitville Restaurants
Guilford Merchants
Assoc./Firstpoint
Shamrock Environmental Corporation
Columbia Forest Products, Inc.

$10,000 to $24,999
Center for Creative Leadership
Duke Energy
Love, Tito’s
American National Bank & Trust Company
Ready For School Ready For Life
Enterprise Holdings and Rent-A-Car
Principal Financial Group
Pinnacle Financial Partners
FedEX Express
Pace Communications, Inc.
PricewaterhouseCoopers LLP
Summit Rotary Foundation
Koury Corporation
Deep River Partners
Penn National Insurance
UPS
Greensboro Housing Authority
Beric Fuels, Inc.
First National Bank
Precision Fabrics Group, Inc.
Kayser-Roth Corporation
The Dillard Fund

Carr, Riggs & Ingram, LLC
Senior Resources of Guilford
Blue Cross & Blue Shield
YWCA
Centric Brands, Inc.
Hanes Lineberry Funeral Homes

Campaigns under $10,000
Arch Mortgage Insurance
Evonik Industries
DMJ & Co., LLP
UnitedHealth Group
First Bank
Beacon Technologies, Inc.
Piedmont Trust Company and Richardson Properties
Bernard Robinson & Company, L.L.P.
The Coach and Kate Spade Foundations NY / Tapestry National
Employee Giving
Alexander Worth McAlister Foundation, Inc.
Schell Bray P.L.L.C.
Family Service of the Piedmont, Inc.
Children & Family First
Textron Aviation
Horizon Tool, Inc.
The Fresh Market

Tencarva Machinery Co.
Kelloggs
TEGNA Foundation/WFMY News 2
Ott Cone & Redpath, P.A.
Aurora Diagnostics GPA Laboratories
William A Stern Foundation
CommScope
AT&T
Terminix Company - Bruce Terminix
Terminix
Target Corporation
Greensboro Chamber Of Commerce
Guilford Technical Community College
Carruthers & Roth, P.A.
Thompson-Arthur Paving & Construction
Sears Financial Services Group
Bank of Oak Ridge
Carter Bank & Trust
PepsiCo Foundation
CIGNA-Medicare
Scott Insurance
Barron & Berry
Solenis
Habitat for Humanity of Greater Greensboro
James River Equipment John Deere Dealer
Guilford College
Delman & Company
Marie G. Dennett Foundation, Inc.
Carr, Riggs & Ingram, LLC
Senior Resources of Guilford
Blue Cross & Blue Shield
YWCA
Centric Brands, Inc.
Hanes Lineberry Funeral Homes

THANK YOU

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Carlton Scale
Higgins Benjamin PLLC
First Citizens Bank & Trust
Elevate Textiles
Richardson Properties
Mercedes Benz of Greensboro
Twilley Family Foundation
Griffin Family Foundation
Bonset America Corporation
Biscuitville Restaurants
Guilford Merchants
Assoc./Firstpoint
Shamrock Environmental Corporation
Columbia Forest Products, Inc.

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Love, Tito’s
American National Bank & Trust Company
Ready For School Ready For Life
Enterprise Holdings and Rent-A-Car
Principal Financial Group
Pinnacle Financial Partners
FedEX Express
Pace Communications, Inc.
PricewaterhouseCoopers LLP
Summit Rotary Foundation
Koury Corporation
Deep River Partners
Penn National Insurance
UPS
Greensboro Housing Authority
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Blue Cross & Blue Shield
YWCA
Centric Brands, Inc.
Hanes Lineberry Funeral Homes
Avient Remote Sales
Communities in Schools of Greater Greensboro, Inc.
YMCA of Greensboro, Inc.
O’Reilly Auto Parts
Fifth Third Bank
Credit Human
Bi-Rite Super Markets
Premium Packaging, LLC
Triad Design Group
Bell Partners, Inc.
Black Child Development Institute of Greensboro Inc.
Salvation Army of Greensboro
JFS Consulting
St. John’s Packaging
Shugart Enterprises, LLC
Legal Aid of North Carolina, Inc.
Bouvier Kelly, Inc.
Good Works Consulting
Guilford Eye Center, OD PA
Costello Hill & Company, L.L.P.
Hagan Barrett PLLC
Piedmont Health Services and Sickle Cell Agency
Focke & Co., Inc.
Community Foundation of Greater Greensboro, Inc.
Sanctuary House
Epes Logistics Services, Inc.
Caterpillar Inc.
Certus Partners, LLC
Paychex, Inc.
The Arc of Greensboro, Inc.
Prudential Financial Services Dillard’s Inc.
CVS
Restoration MedSpa
Summit Credit Union
Chandler Concrete Company
Red Beard Dog Training
R. H. Barringer Distributing Co.
Brady Services
Eli Lilly
Carolina Material Handling, Inc.
Elevance Health
Pine Needle Operating Co.
KPMG LLP
Reynolds American Inc, Charity Account Public Affairs Support Services
Speckhard L.L.P.
Beacon Management Corporation
Bill Black Chevrolet Cadillac, Inc.
HBD, Inc.
Altium Packaging
TE Connectivity
Northwestern Mutual Financial Network
Smith James Rowlett & Cohen LLP
Big Brothers Big Sisters of the Central Piedmont
Greystone and Company
Jackson National Life Insurance
Reading Connections
Burrow Family Corporation DBA Wayne Trademark Printing
Kellin Foundation
One Step Further
L A Solutions
Greensboro Municipal Federal Credit Union
Operation Xcel
Women’s Resource Center
Western & Southern Financial Group
Children’s Home Society of NC
United Methodist Foundation of Western NC
The Nussbaum Center for Entrepreneurship
Ameriprise Financial
Allstate Insurance
Hartford Fire Insurance
Network For Good
Ricoh USA, Inc.
Leeper, Kean & Rumley, L.L.P.
Hill Evans Jordan & Beatty, PLLC
Julius Rankin Grading, Inc.
Soelect Inc.
The Servant Center, Inc.
American Express
Triad Health Project, Inc.
Michael Best & Friedrich, LLP
Hearst
Oden Brewing Company
First Horizon Bank
Little Brother Brewing
Industries of the Blind, Inc.
Amazon Smile Foundation
Modern Infiniti – Greensboro
Community Housing Solutions
Regeneron Corporate
Match Giving
Ryerson Inc.
Salesforce.com, Inc.
Alexander Youth Network
Volunteer Center of the Triad
Better Business Bureau of Central NC
Cummins Atlantic LLC
Graphic Packaging
Self Help Credit Union
Greensboro Radiology, PA
The Davidson Group, Inc.
Physicians for Women of Greensboro, PA
JCPenney
New Arrivals Institute
Walmart Foundation
Orano
Youth Focus, Inc.
Storr Office Environment
Carolina Peacemaker
Total Quality Logistics
Hershey Food Corporation
WB Media
The Richard C Forman Philanthropic Fund c/o Jewish Foundation of Greensboro
Black Knight Inc.
Bellwether Enterprise Community Partners
Holderness Investments Company
Crowe Foundation
Norfolk Southern c/o Public Affairs Support Services
Antique Market Place, Inc.
USI Insurance Services
Weaver Investment Company
Synovus Commercial Banking Replacements, Ltd.
Les Gemmes, Inc Piedmont Chapter
CarMax
US Bancorp
IMACT Group HR Consultants
USAA
Macy’s
PRA Group
Chapman & Roberts, P.A.
Greensboro Day School
NAPA Auto Parts
O’Neal Manufacturing Services
LIVE UNITED AWARDS

Congratulations to our Live United Award Winners

At the 2023 Campaign Kickoff, United Way honored six campaign partners with Live United Awards. The awards were given by Scott Baker, United Way Vice Chair.

President’s Award Recipient: Cone Health
Live United Award Recipient: ITG Brands
“All Hands In” Award Recipient: Ametek Technical & Industrial Products
All Feet On The Ground Award Recipient: VF Corporation
Extraordinary Newcomer Award Recipient: Carter Bank & Trust
Agent of Change Award Recipient: Doug Logan, Guilford County

VOLUNTEER AWARDS

Congratulations to these three Volunteer Award Winners

Three volunteer superstars were honored at United Way’s Volunteer Celebration event on April 20, 2023 with its first ever Volunteer UNITED awards.

Service UNITED Award Recipient: Kathy Norcott, accepted by daughter Sonya Norcott (Left)
Investment UNITED Award Recipient: Jessica Ingram (Center)
Impact UNITED Award Recipient: Greg Higgins (Right)

SPIRIT OF NC AWARDS

Congratulations to these seven campaign partners & dedicated volunteer

Seven local United Way annual campaign partners and one volunteer leader were honored with Spirit of North Carolina Awards at United Way of North Carolina’s (UWNC) annual award event on March 1, 2023. Winners were chosen for their exemplary partnership demonstrated through fundraising, volunteering, outstanding leadership, and creative team building.

Impactful and Engaging Campaign Event or Activity
Brooks Pierce – During its 2022 campaign, Brooks Pierce galvanized employees in an electrifying kickoff event that followed with themed days to increase participation and generate enthusiasm. Brooks Pierce planned its kickoff and campaign months in advance and incorporated a chili cook-off event, breakfast, trivia, pie in the face contest, and raffles. As a result, employee participation increased, and Brooks Pierce surpassed its previous year’s campaign in dollars raised.
Impactful and Engaging Campaign Event or Activity

**Syngenta** - Syngenta’s campaign committee took on an array of revenue generating special events during the 2022 campaign that included a kickoff carnival and BBQ for employees, a golf and mini-golf tournament, premier parking spot auctions, a gift baskets raffle, and table massages at work. These events created tremendous excitement around the United Way campaign.

Impactful and Engaging Campaign Event or Activity

**Ecolab** - Ecolab’s 2022 campaign raised an impressive 25% more than its previous year. The driving force behind its campaign success was campaign leadership who hosted a kickoff breakfast where employees were educated about the issues of poverty in the community, and leaders shared their personal inspirations for giving.

Building Momentum and Sustainability Through Engaged Leadership

**City of Greensboro** - In 2022, employees of the City of Greensboro increased dollars raised by 14% and increased its employee participation rate by over 70%. The City of Greensboro's level of campaign excellence was achieved through impactful events, engaged leadership, and a deep desire to help their community. Greensboro's mayor, Nancy Vaughan, kicked off the campaign with a personal video encouraging employees to join the fight against poverty by making their pledge.

Building Momentum and Sustainability Through Engaged Leadership

**Hoffman & Hoffman** - Working alongside Hoffman & Hoffman’s Employee Campaign Manager, company leadership helped to create a 2022 kickoff event where employees learned more about United Way and the impact of workplace giving. Hoffman & Hoffman staff created an internal community involvement group and named it Hoffman Helping Hands with the goal of quarterly service projects and becoming more invested in a partnership with United Way.

Investment in Long-Term Sustainable Impact

**Guilford County Schools** - Guilford County Schools (GCS) annually conducts an educational, engaging, and fun United Way Campaign. The 2022 campaign theme was “Hidden Figures” which highlighted the impactful work that each GCS employee is doing in the community. As a result, individual participation increased over the previous year, and the campaign raised over $330,000 to support local children, adults, and families.

Investment in Long-Term Sustainable Impact

**Publix** - As a guiding principle, Publix believes in “doing good together” and encourages its associates to make a difference in their community. Nationwide, in 2021, Publix associates pledged more than $31 million to United Way. Publix Super Markets Charities also donated $25 million, bringing the total for the 2021 nationwide campaign to over $56 million with the money raised locally staying in the local communities. Since 2020, Publix and has run a successful local United Way campaign.

United Way Community Ambassador

**Scott Baker** - Scott Baker is president of TowneBank Triad and is a true example of what it means to LIVE UNITED. Scott served as UWGG’s Campaign Vice Chair in 2020 and Campaign Chair in 2021 and 2022. Additionally, Scott has served on UWGG’s Board of Directors and Executive Committee since 2020, currently serving as the 23-24 Board Vice Chair. During this time, Scott led efforts to help UWGG to navigate virtual campaigning during the pandemic and advocated for increased corporate philanthropic support of UWGG by soliciting donations from companies in the community. In 2022, Scott was a key driver in increasing TowneBank’s own workplace campaign and corporate gift.
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 long-term impact on children, adults, and families.

**COMMUNITY Investments 2023 - 2024**

**STRATEGIC PARTNERS**

<table>
<thead>
<tr>
<th>Partners</th>
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<tbody>
<tr>
<td>Backpack Beginnings</td>
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<tr>
<td>Big Brothers Big Sisters of the Central Piedmont</td>
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<td>BCDI</td>
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<td>Communities In Schools Greater Greensboro</td>
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<td>Family Service of Central North Carolina, Inc.</td>
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<td>Guilford Community Care Network</td>
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<td>GTCC Guilford Technical Community College</td>
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<td>Habitat for Humanity Greater Greensboro</td>
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<td>HCG Housing Consultants Group</td>
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<td>Kellen Foundation</td>
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<td>Legal Aid NC</td>
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<td>One Step Further, Inc.</td>
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<td>Operation Xcel</td>
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<td>Partners Ending Homelessness</td>
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<tr>
<td>Piedmont Health Services and Sickle Cell Agency</td>
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<td>Reading Connections</td>
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<tr>
<td>Doing Good by Doing Good</td>
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<td>Sanctuary House</td>
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<td>Serve Resources of Guilford</td>
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<tr>
<td>The Arc of Greensboro</td>
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<tr>
<td>The Nussbaum Center for Entrepreneurship Greensboro’s Small Business Incubator</td>
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<td>Servant Center</td>
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<td>The Volunteer Center</td>
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<tr>
<td>Tiny House Project</td>
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<td>UNCG University of North Carolina at Greensboro</td>
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<td>Women’s Resource Center of Greensboro</td>
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<td>The Y</td>
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<td>Youth Focus</td>
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<td>YWCA Greensboro</td>
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</tbody>
</table>

**POVERTY ENDING: HELPING ADULTS LAND JOBS AND INCREASE INCOME**

**TOTAL: $1,031,953**

<table>
<thead>
<tr>
<th>Programs</th>
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</thead>
<tbody>
<tr>
<td>Adult Literacy Program</td>
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<tr>
<td>Adult Secondary Education</td>
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<tr>
<td>Careers-on-the-Outside</td>
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<tr>
<td>Community Offender Resource Program</td>
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<tr>
<td>Employment and Financial Stability Program</td>
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<tr>
<td>Ending Poverty through Workforce Development &amp; Educational Opportunities</td>
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<tr>
<td>Helping Immigrants and Refugees with Employment (HIRE)</td>
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<tr>
<td>Pathway to Success</td>
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<td>Public Benefits Unit</td>
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<tr>
<td>Small Business Incubator</td>
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<td>Supported Employment Program</td>
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<tr>
<td>Women to Work</td>
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<tr>
<td><strong>POVERTY RELIEVING: HELPING YOUTH TRANSITION FROM CRADLE TO CAREER</strong></td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
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<tr>
<td>TOTAL: $728,268</td>
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<tr>
<td><strong>Big Brothers, Big Sisters</strong></td>
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<tr>
<td><strong>Boys &amp; Girls Club/Project Learn</strong></td>
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<tr>
<td><strong>Dropout Prevention</strong></td>
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<tr>
<td><strong>Extended Learning Opportunity</strong></td>
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<td><strong>Family Literacy Program</strong></td>
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<td><strong>Foster Grandparents Program</strong></td>
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<td><strong>Hayes-Taylor Early Education Center</strong></td>
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<td><strong>Healthy Start</strong></td>
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<td><strong>Infant Toddler Early Intervention Program</strong></td>
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<td><strong>Junior / Senior / Advanced Life Skills</strong></td>
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<td><strong>Operation Xcel at Jackson Middle School</strong></td>
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<td><strong>Operation Xcel at Swann Middle School</strong></td>
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<tr>
<td><strong>Teen Parent Mentor Program</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>POVERTY RELIEVING: HELPING ADULTS BE FINANCIALLY STABLE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL: $335,000</td>
</tr>
<tr>
<td><strong>Consumer Credit Counseling Service</strong></td>
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<tr>
<td><strong>Disability Assistance</strong></td>
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<tr>
<td><strong>Homeowner Services</strong></td>
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<tr>
<td><strong>Pathways to Homeownership</strong></td>
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<tr>
<td><strong>Women's Economic Success</strong></td>
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<table>
<thead>
<tr>
<th><strong>POVERTY RELIEVING: PROVIDING ACCESS TO BASIC NEEDS AND HEALTHCARE</strong></th>
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<tbody>
<tr>
<td>TOTAL: $703,602</td>
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<tr>
<td><strong>Children's Advocacy Center</strong></td>
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<tr>
<td><strong>Clara's House Domestic Violence Shelter</strong></td>
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<tr>
<td><strong>Community Nutrition and Support Program</strong></td>
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<tr>
<td><strong>Domestic Violence Unit</strong></td>
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<tr>
<td><strong>Family Emergency Shelter</strong></td>
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<tr>
<td><strong>Guilford Dental Access Program</strong></td>
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<tr>
<td><strong>HIV Care and Wellness Services</strong></td>
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<tr>
<td><strong>Housing Services</strong></td>
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<tr>
<td><strong>Integrated Behavioral Health Program</strong></td>
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<tr>
<td><strong>Integrated Behavioral Health Services</strong></td>
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<tr>
<td><strong>My Sister Susan's House</strong></td>
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<tr>
<td><strong>Nutritional Support Services</strong></td>
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<td><strong>Primary Healthcare for the Uninsured</strong></td>
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<tr>
<td><strong>School Food Program</strong></td>
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<tr>
<td><strong>Sickle Cell Services</strong></td>
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<tr>
<td><strong>Tenant Education, Advocacy &amp; Meditation Project (TEAM)</strong></td>
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<tr>
<td><strong>Victim Advocacy Services</strong></td>
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<tr>
<th><strong>INTEGRATED SERVICE DELIVERY - BUNDLED SERVICES THAT REMOVE BARRIERS</strong></th>
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<tbody>
<tr>
<td>TOTAL: $2,455,000</td>
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<tr>
<td><strong>Family Success Centers</strong></td>
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<tr>
<td><strong>Guilford Success Network</strong></td>
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</tbody>
</table>
United Way of Greater Greensboro invests in initiatives that further our impact on children, adults and families.

**COMMUNITY**

Initiatives & Contracts 2023 - 2024

<table>
<thead>
<tr>
<th>INITIATIVES AND CONTRACT PARTNERS</th>
</tr>
</thead>
</table>

United Way of Greater Greensboro Initiatives  
Total: $689,640

- 2-1-1: United Way of North Carolina
- Child Care Scholarships
- Mentoring Matters
- Partners Ending Homelessness
- Thriving at Three
- The Volunteer Center of the Triad
United Way creates, connects, and leads community partnerships that equip and empower people to leave poverty.
United Way of Greater Greensboro
1500 Yanceyville Street
Greensboro, NC 27405

Together, we can end local poverty.