

UNITED WAY AFRICAN AMERICAN LEADERSHIP



WHO WE ARE & OUR FOCUS

African American Leadership (AAL) members are community leaders who are committed to empowering and inspiring communities of color to lead community-wide change that ends poverty. AAL is comprised of caring citizens who contribute \$500 or more annually to United Way of Greater Greensboro.

Members elevate and support United Way's efforts to end local poverty by helping local children, adults, and families find and maintain housing and shelter. This focus is woven into all events, volunteer opportunities, and advocacy efforts.

EVENTS • VOLUNTEERING • ADVOCACY

FRIENDS UNITED Mixers - Have a drink, mix and mingle with fellow members and socialize with people who want to make a difference. Invite others to learn more about United Way's work!

End Poverty: The Lunch & Learn Series - Virtual event hosted by AAL to highlight United Way's latest efforts that are helping children, adults, and families find and maintain housing and shelter.

Conversations with Community Leaders - Hosted by AAL, this is an annual gathering brings citizens together who are interested in learning about our community's most critical issues, and how United Way, its donors, and community partners are working together to solve them.

Volunteering - Members support efforts such as building and rehabbing local homes, beautifying areas of public housing, serving food, and providing enriching activities to families and veterans who are in temporary housing. In addition, AAL supports the African American Male Initiative which focuses on mentoring in schools with high poverty rates.

Advocacy - In 2023, United Way will launch an Advocacy Agenda - AAL will play an important role in defining, launching, and achieving these community-wide efforts.

AFRICAN AMERICAN LEADERSHIP MEMBER BENEFITS

BE A COMMUNITY IMPACT LEADER

Share your ideas and build relationships with group members, United Way staff and community leaders in a variety of fun and meaningful settings.

LEAD CHANGE

Help our community transition 3,000 households out of poverty by 2030. You have an opportunity to support societal change and make history.

BE A VOLUNTEER HERO

Participate in volunteer opportunities throughout the year.

HOST COMMUNITY EVENTS

THAT HELP END LOCAL POVERTY

Every year, affinity group members host a variety of community events that create meaningful engagement and true change.

PERKS

Network with community leaders, receive special invitations and early ticket access to events. You'll also receive a Caring Club Card that gets you special discounts from restaurants and businesses.



On behalf of the African American Leadership Cabinet, we invite you to join our efforts to help local children, adults, and families living in poverty. We hope to see you at one of our many events or volunteer opportunities!

Rashanda Harris
AAL Chair 2023-24

CONTACT US TO LEARN MORE

United Way is here to answer your questions!

If you'd like to learn more about United Way's African American Leaders Affinity Group, contact Holly Beck at Holly.Beck@UnitedWayGSO.org, call 336-378-5022, or visit www.UnitedWayGSO.org/AAL.

Scan to visit AAL's page →



*As a community UNITED in equity and lasting solutions,
3,000 households in greater Greensboro will leave poverty by 2030.*



United Way
of Greater Greensboro