

LIVE UNITED[®]

Together, we can end local poverty.



United Way
of Greater Greensboro

Someone's pathway out of poverty starts with you

We'll give it to you straight.

Poverty is a bigger issue than you might think, and there are thousands of people who need your support. Poverty impacts our schools, economic development, and it disproportionately impacts people of color.

According to a local United Way survey, issues like housing stability, workforce development, mental health, affordable childcare, and access to healthcare are the biggest challenges people face on a daily basis...

AND ALL of these issues are deeply connected to children, adults, and families living in poverty.

Poverty isn't a choice. People who are living in poverty are facing obstacles many of us may never have to worry about. However, poverty can happen to anyone at anytime, and in recent years, you probably know someone who's fallen on hard times.

The truth is many families have faced hard times for decades because the cycle of generational poverty is hard to break without access to supports and services.

But there is good news. Our local community is full of caring people just like you who want help - *that's why you're holding this brochure in your hands!*

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

Together, we can end local poverty.

Visit www.UnitedWayGSO.org today to find out ways you can give, advocate, and volunteer today!

Did you know?



Over 68,000 people in Guilford County live in poverty



Over 62% of local school children are living in poverty. That's around 44,000 kids who are less likely to graduate High School and will have a harder time building a career.

Poverty affects health by limiting access to safe places to live, healthy foods, and also creates a physical strain that impacts mental and physical wellbeing.



Poverty = A single person making \$14,580 per year, or a family of four making \$30,000. In Guilford County a single person would have to make \$22,688 to afford life's basic necessities without subsidized assistance, and a family of four would have to make \$66,000.

Give local

You can help provide access to basic needs & healthcare

For around **\$16 a month**, you can help someone have a week's worth of grocery assistance or healthy meals.



You can help adults land jobs & increase income

For around **\$100 a month**, you can provide 8 children with quality childcare so their parents can work or attend school.



You can help youth transition from cradle to career

For around **\$25 a year**, you can provide a Pre-K child with five books for the home library.



You can help bundle services that remove barriers at Family Success Centers & Guilford Success Network

For around **\$200 a month**, you can help 25 adults get financial coaching to help them meet life goals.



Help local

Poverty Relieving & Poverty Ending Grants

Every year, local nonprofits apply to join our strategy to end local poverty. And every year, our local volunteers select high performing partners to receive grant funding. We issue “Poverty Relieving” and “Poverty Ending” grants.

Poverty Relieving grants help people find and stay on pathways out of poverty through cradle-to-career supports and services for basic needs, access to healthcare, and financial stability.



Poverty Ending grants offer clear ways for people to leave poverty by increasing and maintaining their annual household income above the federal poverty threshold.

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

No single focus alone will help someone find a pathway out of poverty, stay on the pathway and ultimately leave poverty.

That’s why our strategy to end local poverty combines all three:

- Helping youth transition from cradle to career
- Helping adults land jobs and increase income
- Providing access to basic needs and healthcare



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Giving has its perks - including
your chance to win a car



A **\$100** donation gives you one entry, **\$200** gives you two entries, **\$300** gives you four entries, and **\$1,000+** gives you four entries.



Your Caring Club card will do
more than show you care...

A donation of **\$120+** earns you special discounts at local restaurants and attractions with the Caring Club Card.

You can join a group and make
an impact all year long

Members have access to social connections, events and volunteer opportunities.

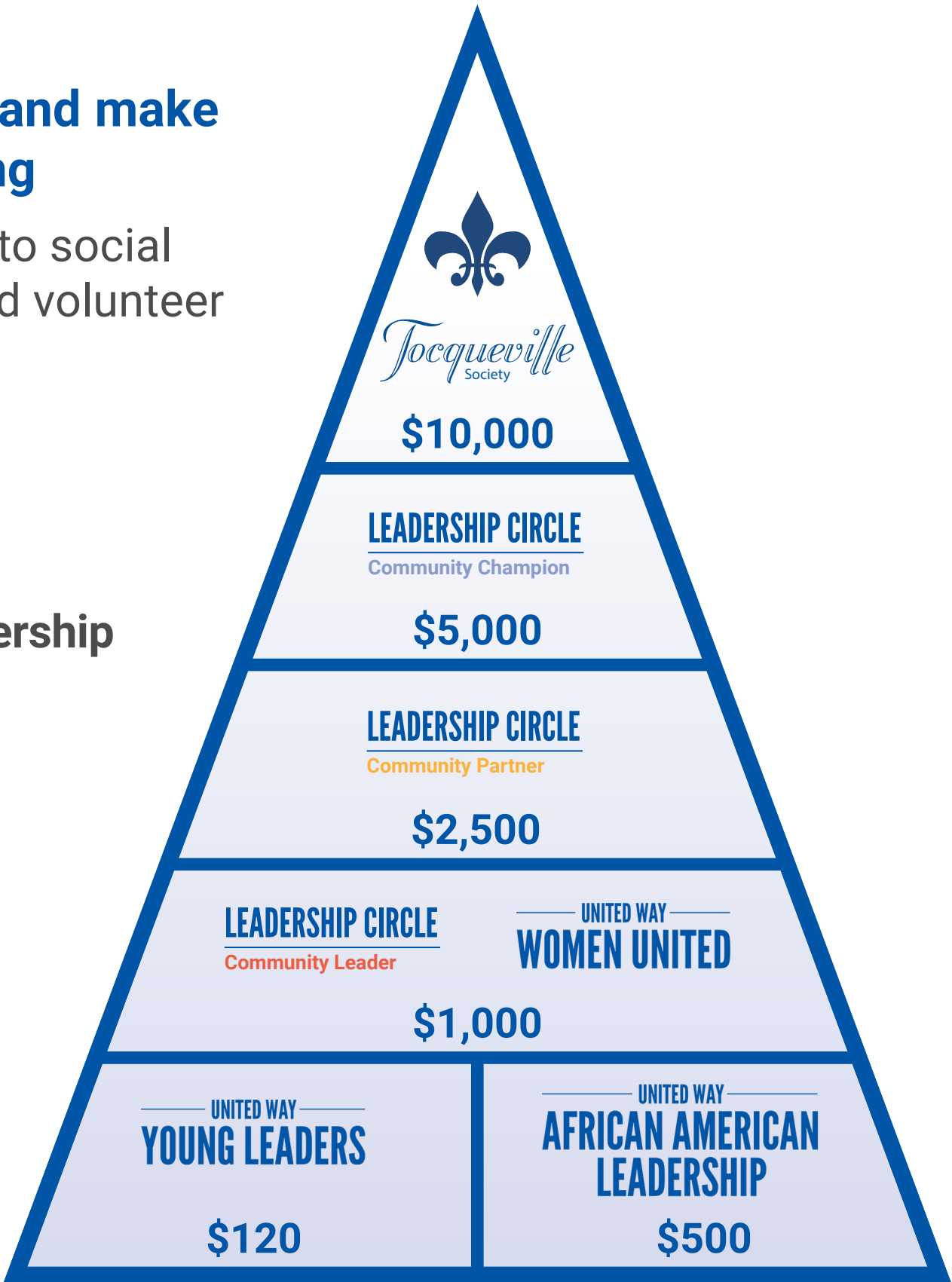
Young Leaders
\$120+ Annually

African American Leadership
\$500+ Annually

Women United:
\$1,000+ Annually

Leadership Circles
\$1,000 - \$9,999
Annually

Tocqueville Society
\$10,000+ Annually



You can make a difference right now

Scan the QR code to make a donation that will help children, adults, and families. Donations of all sizes make an impact!



Thriving at 3 - Prepares kids to be successful when they enter school, and includes the national Raising a Reader program.



Mentoring Matters - Pairs youth with adults who provide coaching and support, and includes United Way's African American Male Initiative.



United Way's Family Success Centers -

A single location where entire families access quality childcare, coaches, multiple services and classes in one location.



United Way's Guilford Success Network -

A county-wide, mobile-friendly network that connects people and service providers to multiple supports and coordinators.



211 - We support this 24/7/365 statewide service that connects people to services with one simple phone call or online search.



Ending local poverty one household at a time

All of our partnerships are required to produce and report outcomes, and we even have a community-inspired and developed Bold Goal:

As a community united in equity & lasting solutions, 3,000 households in greater Greensboro will leave generational poverty by 2030.

Since announcing the Bold Goal, we added new data tracking elements to our strategic partnership requirements and set pacing goals to help:

- 50 households leave poverty by the end of 2023
- 350 households by the end of 2024
- 1,000 households by the end of 2025

Want to know how many households have left poverty so far?
Visit: www.UnitedWayGSO.org/Bold

You can support a strategy to end local poverty!

United Way of Greater Greensboro has helped local people for over 100 years. In recent years, we've shifted our efforts to address the community's most pressing issue - poverty.

When you make a donation to United Way, your support will help real local people with real needs.

Since 2020, we've helped over **50,000 people per year** receive the support and services they need to find a pathway out of poverty. Check out a few highlights below *(some receive multiple services)*.

Three year total number of local people served

10,000+ adults & families received housing & shelter.

6,700+ adults were placed on a path to family-sustaining wages through employment.

9,500+ youth received mentoring and/or supportive learning services.

47,000+ people overcame barriers, decreased risks, & accessed needed services.



We report outcomes every six months

The totals above are based on historic data and averages. Check out the latest outcomes, watch success stories and more by scanning the QR code.



www.UnitedWayGSO.org • @UnitedWayGSO
1500 Yanceyville St. GSO • 336-378-6600