

Strategic Partners 2024-25

End local poverty
3,000 households by 2030



To help achieve the community's Bold Goal of 3000 households leaving poverty by 2030, United Way of Greater Greensboro invests in Strategic Partner grants, initiatives, and contracts for 2024-25 that are **Poverty Ending** and **Poverty Relieving**:

- **Poverty Ending** investments support people in leaving poverty by increasing and maintaining their annual household income above the federal poverty threshold. These outcomes count toward the Bold Goal.
- **Poverty Relieving** investments help people find and stay on pathways out of poverty and beyond, through cradle-to-career supports, basic needs and healthcare, and employment and financial stability.

POVERTY ENDING: TRACKING THE BOLD GOAL

Goal: Households gain income that place them over the federal poverty line for household size.			
HOW WE MAKE IT HAPPEN	OUTCOMES WE TRACK	STRATEGIC PARTNERS	UWGG INVESTMENT
Support individuals in poverty to increase income that moves the household out of poverty.	<ul style="list-style-type: none">• Gaining employment that increases household income over the FPL (Bold Goal)• Increasing wages or benefits• Educational attainment• High School equivalency• Completing job skills training• Obtaining permanent benefits that increase the household income over the FPL (Bold Goal)	<ul style="list-style-type: none">• Adult Literacy: Reading Connections• Careers-on-the-Outside: Goodwill Industries of Central NC• Community Offender Resource Program: One Step Further• Disability Assistance: The Servant Center• Employment and Financial Stability Program: Sanctuary House• Helping Immigrants and Refugees with Employment (HIRE): New Arrivals Institute (lead), Center for New North Carolinians, Church World Service, & Montagnard Dega Association• Housing Crisis—Pathway to Success: Salvation Army of Greensboro• Public Benefits Unit: Legal Aid of NC• Supported Employment Program: The Arc of Greensboro• Women to Work: Women's Resource Center	\$650,867

POVERTY RELIEVING

Cradle to Career

Birth to 8 Goal: Children reach key developmental milestones to ensure school readiness and reading at grade level by age 8.			
HOW WE MAKE IT HAPPEN	OUTCOMES WE TRACK	STRATEGIC PARTNERS	UWGG INVESTMENT
Provide high quality early care and education, family engagement, health, and/or early intervention services to children aged birth to kindergarten and their caregivers.	<ul style="list-style-type: none"> • Healthy birth outcomes • School readiness • Using preventative health services • Using early intervention services • Parenting skills • Parent engagement to support learning and development 	<ul style="list-style-type: none"> • Family Literacy Program: Reading Connections • Hayes-Taylor Early Education Program: YMCAs of Greensboro • Healthy Start: Family Service of the Piedmont • Infant-Toddler Early Intervention Program: Greensboro Cerebral Palsy Association • Teen Parent Mentor Program: YWCA • Thriving at Three (UWGG initiative) 	\$349,200
Provide academic and literacy supports to children in K-3 rd grade.	<ul style="list-style-type: none"> • On-grade reading 	<ul style="list-style-type: none"> • Boys & Girls Club Literacy Lounge: Salvation Army of Greensboro • Foster Grandparents Program: Senior Resources of Guilford 	

Youth Success Goal: Children and youth are ready for success in college, work, and life.			
HOW WE MAKE IT HAPPEN	OUTCOMES WE TRACK	STRATEGIC PARTNERS	UWGG INVESTMENT
Provide elementary, middle, and high school youth with school and/or community-based out-of-school time programs and/or individualized supports.	<ul style="list-style-type: none"> • On-time transition from elementary to middle and middle to high school • School attendance • Passing grades in Core subjects • High school graduation • Improved soft skills and life skills 	<ul style="list-style-type: none"> • Big Brothers, Big Sisters: Big Brothers, Big Sisters of the Central Piedmont • Dropout Prevention: Communities in Schools of Greater Greensboro • Extended Learning Opportunity: Black Child Development • Junior/Senior/Advanced Life Skills: One Step Further • Mentoring Matters (UWGG Initiative) • Operation Xcel at Jackson Middle School: Operation Xcel • Operation Xcel at Swann Middle School: Operation Xcel 	\$452,000

Basic Needs and Access to Healthcare

Housing Goal: People have adequate, safe, and affordable housing/shelter.			
HOW WE MAKE IT HAPPEN	OUTCOMES WE TRACK	STRATEGIC PARTNERS	UWGG INVESTMENT
Ensure people become and remain adequately sheltered	<ul style="list-style-type: none"> Receiving temporary or transitional shelter Securing and maintaining permanent housing Accessing housing benefits Resolving housing deficiencies 	<ul style="list-style-type: none"> Family Emergency Shelter: YWCA HEARTH Beyond: Youth Focus Housing Services: The Servant Center My Sister Susan's House: Youth Focus Partners Ending Homelessness (UWGG Contract) Tenant Education, Advocacy & Mediation Project (TEAM): Legal Aid of NC 	\$220,000
Safety Goal: Personal safety is provided or enhanced when needed.			
HOW WE MAKE IT HAPPEN	OUTCOMES WE TRACK	STRATEGIC PARTNERS	UWGG INVESTMENT
Ensure people in dangerous situations are protected from violence.	<ul style="list-style-type: none"> Immediate safety from a violent situation Prevention of future violence Protective orders 	<ul style="list-style-type: none"> Children's Advocacy Center: Family Service of the Piedmont Clara's House Domestic Violence Shelter: Family Service of the Piedmont Domestic Violence Unit: Legal Aid of NC Victim Services: Family Service of the Piedmont 	\$105,000
Healthcare Goal: People have access to and utilize healthcare.			
HOW WE MAKE IT HAPPEN	OUTCOMES WE TRACK	STRATEGIC PARTNERS	UWGG INVESTMENT
Provide access to physical and behavioral healthcare services and supports.	<ul style="list-style-type: none"> Using physical healthcare Using behavioral healthcare Obtaining health insurance Obtaining healthy food 	<ul style="list-style-type: none"> Community Nutrition and Support Program: One Step Further Guilford Dental Access Program: Guilford Community Care Network HIV Care and Wellness Services: Triad Health Project Integrated Behavioral Health Program: Kellin Foundation Integrated Behavioral Health Services: Family Service of the Piedmont Nutritional Support Services: Senior Resources of Guilford Primary Healthcare for the Uninsured: Family Service of the Piedmont School Food Program: Backpack Beginnings (lead) & A Simple Gesture Sickle Cell Services: Piedmont Health Services and Sickle Cell Agency 	\$354,000

Employment and Financial Stability

Employment Goal: Adults gain employment and increase income on the path to moving the household out of poverty.			
HOW WE MAKE IT HAPPEN	OUTCOMES WE TRACK	STRATEGIC PARTNERS	UWGG INVESTMENT
Remove barriers to employment.	<ul style="list-style-type: none"> Maintaining employment, education, or training through childcare scholarships 	<ul style="list-style-type: none"> Childcare Scholarships: GenerationEd (UWGG Contract) 	\$348,840

Financial Stability Goal: Households safeguard income and grow assets for financial stability.			
HOW WE MAKE IT HAPPEN	OUTCOMES WE TRACK	STRATEGIC PARTNERS	UWGG INVESTMENT
Provide education, counseling, coaching, and/or legal services linked to financial stability.	<ul style="list-style-type: none"> Decreasing debt Reducing expenses Improving credit score Growing savings Obtaining public benefits Homeownership 	<ul style="list-style-type: none"> Consumer Credit Counseling Service: Family Service of the Piedmont Homeowner Services: Habitat for Humanity of Greater Greensboro Pathways to Homeownership: Housing Consultants Group (lead) & Greensboro Urban Ministry's Partnership Village Women's Economic Success: Women's Resource Center 	\$250,000