

UNITED IS THE WAY™



“ I still work hard, but I’ve got the tools now. The work doesn’t stop, but now I know I can handle it. - Jerome D.

THE REALITY IN GREENSBORO



13.4%

of Guilford County residents—about **71,000 people**—live in poverty



55%

of students in Guilford County Schools live in low-income families



47%

of households can't afford essentials like housing, food, childcare, and more



15 of 20

of most common jobs pay < \$20/hour making it difficult to afford basic needs



Childcare

costs **\$11,270 per year**—more than college tuition in 38 states

HOW WE TAKE ACTION

United Way of Greater Greensboro brings together nonprofits, employers, schools, and neighbors to create clear and personalized pathways out of poverty. We integrate services, align partners, use data to guide decisions, and elevate the voices of the people we serve.

IMPACT

- **10,000+** adults & families accessed housing and shelter
- **6,700+** people moved toward family-sustaining employment
- **9,500+** youth received mentoring and tutoring
- **47,000+** people reduced barriers and accessed essential services

**STEP BY STEP.
PARTNERSHIP BY PARTNERSHIP.
HOUSEHOLD BY HOUSEHOLD.**

We're working to move **3,000 households** out of poverty by **2030**. As of June 2025, **750 households** have already moved beyond the federal poverty line.



United Way of Greater Greensboro | unitedwaygso.org



GIVE BACK. GET INVOLVED. TAKE ACTION.

Your gift stays here. Your impact changes lives.



Your investment fuels strategic work to end poverty locally. United Way of Greater Greensboro directs funds to proven programs – from workforce training to housing needs – ensuring community members find personalized paths to stability. Together, we're turning a Bold Goal into lasting change, transforming Greensboro into a community where opportunity is a reality for all. Our collective legacy of impact will shape Greensboro for generations to come.

For a current list of strategic partner grants, initiatives, and contracts, visit unitedwaygso.org/investments.



WHAT YOUR GIFT CAN DO

- **\$25/month** provides gas cards to assist with transportation to work, school, or appointments
- **\$60/month** provides one person access to mental and behavioral health services
- **\$100/month** provides two adult scholarships for education or training
- **\$200/month** covers annual cost of emergency shelter for one person

WAYS TO GET INVOLVED

- **Make a gift** through your workplace campaign.
- **Volunteer** your time, skills, and talents.
- **Speak out** on poverty in your network.



SCAN TO GIVE

BENEFITS

CARING CLUB CARD

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

WIN A NEW CAR

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