

Frequently asked questions

What is United Way of Greater Greensboro?

For a century, United Way of Greater Greensboro has worked to improve lives and create thriving communities by mobilizing and uniting the caring power of greater Greensboro.

We are a nonprofit organization that fights for the opportunity, prosperity, and future of every person in greater Greensboro. We respond to our community's greatest needs. In 2015, the community identified poverty as the greatest issue facing children, adults and families. As a result, our board of directors voted to make ending poverty our single focus.

What does United Way do?

United Way creates, connects, and leads community partnerships that equip and empower people to leave poverty. Our strategy builds pathways out of poverty by: helping youth transition from cradle-to-career, helping adults land jobs and increase income, and providing access to basic needs and healthcare.

Our nationally recognized Family Success Centers and innovative Guilford Success Network bundle services and eliminate barriers.

We provides pathways out of poverty for children and adults by designing, leading, and funding local programs and initiatives that work together to meet individual needs.

UWGG's strategy has three focus areas: Strategic Partnerships and Initiatives, Integrated Services, and Innovation.

UWGG's strategy is also focused on helping our community achieve a Bold Goal: As a community united in equity and lasting solutions, 3,000 households will leave generational poverty by 2030.

What is the Bold Goal?

To take our efforts of ending poverty to the next level, we announced a Bold Goal in 2021. The goal was developed with a diverse group of over 2,000 stakeholders representing multiple backgrounds and gives our community something to rally behind.

THE BOLD GOAL: As a community united in equity and lasting solutions, 3,000 households in greater Greensboro will leave generational poverty by 2030

How Does United Way Create and Lead Partnerships?

UWGG volunteers create and select funded strategic partnerships that help youth transition from cradle-to-career, help adults land jobs and increase income, and provide access to basic needs and healthcare.

Every year, local nonprofits apply to join our holistic strategy. And every year, our local volunteers select the best of the best partners to receive grant funding. We require these strategic partners to track and produce outcomes that help people on their journeys out of poverty.

Additionally, we lead and fund successful community-wide Initiatives including: Thriving at 3 – focuses on preparing kids to be successful when they enter school. Raising a Reader – focuses on helping youth develop reading skills, while incorporating parents and care givers as supporters. Mentoring Matters – focuses on pairing a caring adult with a youth to provide coaching and support. African American Male Initiative – focuses on creating mentor/mentee relationships for local African American and Hispanic/Latino youth. This program serves and follows youth at Wiley Elementary, Jackson Middle, and Smith High Schools.

End local poverty

3,000 households by 2030

100 Years of Transforming Your
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Where does United Way invest my gift?

We invest your gift in local, community-based and community-led solutions. We fund programs and services that are best in class and have demonstrated meaningful impact, lasting results, and outcomes that align with our focus on reducing poverty.

We also lead innovative initiatives, like our Family Success Centers, which offer an array of services in one location so that entire families can access all the help they need to further their education and careers and improve their financial stability.

Why should I give to United Way instead of giving directly to my favorite organization?

When you give to United Way of Greater Greensboro, we draw on over 100 years of expertise and partnerships to make sure your investment has the greatest measurable impact. We have a deep understanding of our community's issues and how to solve them for the long-term. Your gift is invested in a network of programs that have been vetted by community volunteers and align with United Way's objective of reducing poverty. Our funded partners are monitored to ensure performance, outcomes, and accountability so that every dollar is well spent. We leverage every contribution to United Way to create the maximum return on investment.

We know that there are hundreds of nonprofit organizations in Guilford County doing great work. In fact, we partner with many of them. By giving to United Way, you support a local network that is aligned with our holistic approach to reducing poverty. Gifts to United Way result in prudent, impactful distribution of funding across the community.

Why should I give to United Way?

Because poverty impacts you. One in five (57,000) residents and 25% of Greensboro children lives in poverty. Around 65% of Guilford County School students receive free or reduced cost meals. Poverty makes it harder to graduate high from school, succeed in college and build a career. When communities have high rates of poverty, the need for public assistance increases, business and economic development suffers and crime rates soar.

Because you can create opportunity and prosperity. Replacing poverty with self-sufficiency requires more than a handout. It requires everyone in our community working together to help people achieve long-term and sustainable success.

Because we leverage your gift to create the biggest impact. We bring together thousands of volunteers and hundreds of community partners to help the community. Many of our partners are able to secure additional resources as a result of their United Way partnership. When you add up all of the community impact we are able to create and leverage through working together, we generate a great return on your investment.

What is open funding?

Every year, United Way accepts grant applications from human service organizations through an open and competitive process. Every year, volunteer-led committees select programs based on their abilities to produce outcomes that reduce the number of children, families and adults living in poverty.

Grants are awarded on a funding cycle and recipients must achieve meaningful, data-driven outcomes to receive future funding. Agencies and programs that are not selected to receive funding are welcome to reapply during the next funding cycle.

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How does United Way make funding decisions?

Program applications are reviewed by volunteer committees made up of local subject matter experts and experienced evaluators. Funding recommendations are presented to the United Way Board of Directors, also comprised of volunteers, for final review and investment decisions.

How is United Way held accountable?

Our most valuable asset is the trust and confidence people have in our ability to meet community needs. We are audited each year by an independent accounting firm to ensure we are in compliance with generally accepted accounting procedures, regulations, and laws.

All funding decisions are made by teams of community volunteers in conjunction with approval by our Board of Directors. We strive to meet the philanthropic goals of our donors and offer a donor satisfaction guarantee.

We are a longstanding member of the Better Business Bureau and receive high marks from Charity Navigator. To ensure transparency, we publish our annual report, audited financial statements and IRS 990 on our website.

Will my undesignated gift stay in the community?

Yes. United Way of Greater Greensboro only invests in local programs and services. Our funded partner programs and services cover 48 zip codes, including Greensboro, Brown Summit, Colfax, McLeansville, Pleasant Garden, and more. Within these regions, we prioritize the areas of greatest need and the places where we can do the most effective work that aligns with our mission.

What is your overhead? How do United Way operating costs compare to similar organizations?

According to the Better Business Bureau's Wise Giving Alliance, a nonprofit's overhead should not exceed 35%. United Way of Greater Greensboro usually maintains an overhead under 20%.

We keep our expenses low through a commitment to low operating costs, organizational efficiency, a high level of volunteer participation and in-kind services provided by our Board of Directors and corporate partners. In addition to supporting our community impact, giving, and volunteer programs, our overhead expense also enables us to distribute donor-designated contributions to 250+ nonprofit organizations.

United Way of Greater Greensboro values its fiduciary responsibility to donors, funders, and the larger community and strives to operate as efficiently as possible. By leveraging donations, we are able to generate greater impact.

Finally, it is important to note that America's three leading sources of information about charities – Better Business Bureau, GuideStar, and Charity Navigator – believe that overhead is a “poor measure of a charity's performance.” When evaluating nonprofits, it is good to consider transparency, governance, leadership, and results in addition to overhead. For information and research, please visit www.overheadmyth.com.

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Why is United Way taking a percentage of my gift when I designate it elsewhere?

No administration fee applies to undesignated donations to United Way of Greater Greensboro or our funded partners. United Way is committed to minimizing fees charged to process donations. However, in order to invest in the programs that have been evaluated and proven to make an impact in our community, we charge a fee to process donations to organizations outside of our funded partners. A fee of 12% is charged to process designations to non-partner organizations. This fee covers all United Way costs associated with fundraising and processing the contribution. This allows those organizations to focus on their core mission and reduce their fundraising and processing expenses. Fundraising costs include staffing and campaign materials. We process donations to 250+ outside organizations. Costs include staffing to collect required documentation from each organization, enter pledges, process payments, and remit payments four times per year.

How do I receive documentation of my gift for tax purposes?

Nonprofit organizations are required to provide receipts for all gifts of \$250 or more. Some companies decline to share donor information with us, so we are not able to thank all donors. For gifts under \$250 or to prove full payment on a payroll deduction contribution, a cancelled check or end-of-year pay stub may be used. Additionally, we send a tax receipt by January 31 for all Paid-in-Full (i.e.; cash, check, credit card, etc.) gifts greater than \$250. For more information, please contact: uwgso.finance@unitedwaygso.org.

What is the difference between United Way of Greater Greensboro, other local United Ways and United Way Worldwide?

Although part of an international organization, United Way of Greater Greensboro functions as an independent nonprofit organization that serves the greater Greensboro community. We pay dues to United Way Worldwide for which we receive membership as a United Way organization and other benefits such as training and tools. We operate autonomously— with the flexibility to address the specific needs of our community—while having the ability to draw on the best ideas of United Ways throughout the country.

Can United Way connect me or someone I know to needed services?

Through our NC 211 Help Center we are able to connect people to organizations that help with food, shelter, childcare, mental health, and much more.

211 is a free and confidential information and referral service that can connect you to thousands of services across North Carolina.

However, community resources are not unlimited. That's why your gift is so important: it helps us bring initiatives like 211 to scale so that more people have access to services. Simply dial 2-1-1 or visit www.nc211.org.

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