

THIS IS OUR MOMENT

A CASE FOR ENDING POVERTY IN GREENSBORO

UNITED IS THE WAY™

Meet Courtney

Reading Connections, a United Way strategic partner, helped her earn the credential that turned years of hard work into advancement and recognition.

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UNITED WAY
Greater
Greensboro

**WE LIVE IN A COMMUNITY WHERE POVERTY
PERSISTS ALONGSIDE EXTRAORDINARY POTENTIAL.**

WHAT HAPPENS NEXT DEPENDS ON THE CHOICES WE MAKE TOGETHER.

Our community has the means to end poverty – United Way of Greater Greensboro turns our collective effort into progress. Our Bold Goal to move 3,000 families out of poverty by 2030 reflects both urgency and focus. We know what drives lasting stability, and we invest in the strategies that deliver it, including programs led by strategic community partners who extend this work across Greensboro. When resources are directed where they matter most, families find clearer paths forward.

Through **Strategic Partner Grants**, United Way invests in trusted local organizations delivering programs that expand opportunity and strengthen financial stability. These partnerships connect families to the guidance, resources, and pathways that help move households toward lasting independence.

Our Integrated Service Delivery model – a proven approach that brings multiple supports together in one location – continues to deliver strong outcomes and serve as a nationwide model. **Family Success Centers** place multiple programs under one roof, pairing families with personalized coaching and coordinated support that move households toward long-term financial stability. **Guilford Success Network** connects adults to coaching, goal setting, and resource navigation, helping people move beyond challenges and take clear next steps toward financial stability at their own pace.

Mentoring Matters connects young people with caring adults who build confidence and direction, helping students stay engaged in school and plan for the future.

NC 211 connects people to essential services while capturing and sharing community data that informs decisions and guides smarter responses to emerging needs.

Thriving at 3 equips parents and caregivers through early learning, developmental screening, and parenting support, strengthening development and school readiness.

The outcomes are clear. Students arrive ready to learn. Parents move from multiple low-wage jobs into career pathways with opportunity. Neighborhoods – and our city overall – grow stronger and more resilient.

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

LIFE UNDER ECONOMIC PRESSURE

THE DAY-TO-DAY REALITIES FACING GREENSBORO FAMILIES



131 hours minimum-wage workers must work per week to afford rent



Under \$20/hour

15 of the 20 most common jobs pay under \$20/hour, making basic needs difficult to afford.



47% of households can't afford essentials like housing, food, childcare, and more.



13.4% of Guilford County residents—about 71,000 people—live in poverty



55.2% of students in Guilford County Schools live in poverty



15.2% of Greensboro residents—about 43,000 people—are affected by poverty.



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

Those numbers matter.

So does progress toward our **Bold Goal**.*

Thanks to our donors, funders, and community partners, more than **905 households**** have already moved beyond the federal poverty line – and United Way of Greater Greensboro is on track to advance 3,000 families out of poverty by 2030.

* Bold Goal progress is updated twice a year.

**Reflects December 2025 data.

Primary sources: U.S. Census Bureau (2024), ALICE Report 2025, NC Department of Commerce (as of June 30, 2025)

View additional poverty quick facts and their impacts at unitedwaygso.org/quickfacts.



Courtney's work life has been shaped by years of long shifts and early responsibility. By her late twenties, she had built more than a decade of experience across manufacturing floors, warehouses, management roles, and customer service. What she needed was formal recognition to match that experience and open the door to advancement.

Through Reading Connections, a United Way of Greater Greensboro-supported strategic partner, Courtney gained access to credentialing that translated her hands-on skills into documented expertise. Earning a credential in advanced manufacturing, including forklift operator certification, unlocked opportunity.

"A piece of paper is worth a million dollars sometimes," she says.

With her credential in hand, Courtney secured a new position within a week. Today, she works for Saf-Gard Safety Shoe Company, earning reliable income, benefits, and stability. That stability allows her to support her family, plan with confidence, and continue investing in her long-term vision for The Real McCoy Parlor, a community-centered barbershop rooted in care and access.

Courtney works for Saf-Gard Safety Shoe Company as a mobile shoe sales professional, driving box trucks to industrial sites and fitting employees with required safety footwear. Her role combines logistics, customer service, and independence, and provides the steady income and structure she relies on to achieve her goals.

GREENSBORO HAS THE OPPORTUNITY TO SHOW WHAT IT TAKES TO END LOCAL POVERTY – AND TO OFFER A MODEL OTHERS CAN FOLLOW.

A student meets with a mentor and begins to see a path to college.

An adult earns a credential and steps into a career with room to grow.

A young child builds early literacy skills that support school and learning readiness.

These moments happen every day across Greensboro. Together, they tell the story of United Way of Greater Greensboro – a story shaped by partnership, guided by data and lived experience, and powered by donor investment.

This is how we lead – and why your support matters.

Uniting the community and aligning resources

We bring partners together, coordinate their efforts, and help neighbors find clear, personalized paths out of poverty. When efforts reinforce one another, families experience support that leads to long-term stability.

Investing strategically

When donors and funders make financial contributions, we direct them with intention – focusing on solutions that address root causes and create lasting stability.

Working hand in hand with partners

Greensboro's employers, nonprofits, schools, funders, healthcare providers, faith communities, and government leaders all play a critical role in the puzzle. We strengthen their work and ensure they receive the support they need to succeed.

Shifting understanding through advocacy and education

We use advocacy and education to challenge misconceptions, build understanding, and show what it truly takes to end poverty. Understanding leads to action.

Listening intentionally

Families navigating poverty share what opens doors, what creates momentum, and where barriers remain. Their experience shapes priorities and guides decisions. Community listening sessions create space to learn together and move forward with clarity.

Making data-informed decisions

Data guides our decisions, strengthens accountability, and supports our partners. It shows us where needs are rising, where gaps remain, and where resources will have the greatest impact. Insights from 211 and ALICE data, our strategic partners, and our program outcomes provide direction for next steps.

Setting bold but achievable goals

We create a roadmap our community can follow and rally behind. Our Bold Goal focuses collective effort on helping 3,000 households move beyond poverty by 2030.

JOIN US AS WE CARRY THIS WORK FORWARD ACROSS GREATER GREENSBORO.

WHERE YOUR GENEROSITY MEETS URGENT NEEDS

Your dollars reinforce the practical foundations people rely on – the ones that keep work, school, childcare, and stability within reach. Imagine navigating daily life while piecing those essentials together again and again – a ride to work, safe care for a child, a training program that fits around everything else. Your support helps turn constant problem-solving into steadier ground.

\$25 provides 5 gas cards for Guilford Success Network members to get to work, school, or essential appointments.

\$50 provides 10 gas cards for Guilford Success Network members to maintain reliable transportation.

Covers access to mental or behavioral health services for one individual.

\$100 Funds education or training scholarships for two Family Success Center members building skills for family-sustaining careers.

Provides legal services for one individual to help preserve housing, benefits, or personal safety.

\$1,000 Funds 20 education or training scholarships for Family Success Center members.

Provides Success Coaching for approximately 5–6 households (based on \$175 per household).

Covers five individuals' emergency shelter support for a year.

\$5,000 Funds 100 education or training scholarships, helping adults build credentials for sustainable careers.

Provides Success Coaching for nearly 30 households, helping families move from crisis to stability.

Supports 33 children or youth with a full year of academic tutoring and support (based on \$150 per child).

\$10,000 Funds 200 education or training scholarships.

Provides Success Coaching for more than 55 households.

Supports 66 children with a full year of academic support, strengthening long-term economic mobility.

Covers 50 individuals' access to emergency shelter.

“

Ending poverty is not about one program or one organization. It's about a community choosing to work together and staying committed until opportunity is within reach for every family. I believe in Greensboro, and I'm grateful that you do, too. It's inspiring what we can get done together.”

– Frank McCain Jr., President and CEO
United Way of Greater Greensboro

THANK YOU FOR STANDING WITH GREATER GREENSBORO



Your support powers a united effort to end poverty in Greensboro. United Way of Greater Greensboro brings together nonprofits, businesses, schools, and caring neighbors to align resources, strengthen partnerships, and create clear paths to lasting stability for families across our community. Every gift advances thoughtful, proven solutions that help people build opportunity, achieve financial security, and move forward with pride. United, we can create lasting change.

**GIVE BACK.
GET INVOLVED.
TAKE ACTION.**

UnitedWayGSO.org

United Way-Greater Greensboro
1500 Yanceyville St, Greensboro, NC 27405
(336) 378-6600

