



United Way
of Greater Greensboro

Contact: Michael Cottingham
Vice President, Marketing & Communications
Michael.cottingham@unitedwaygso.org
336-378-6617

United Way of Greater Greensboro Receives Historic \$10 Million Gift from Philanthropist MacKenzie Scott

Greensboro, NC (December 16, 2020) – United Way of Greater Greensboro (UWGG) has received a \$10 million gift from MacKenzie Scott, renowned philanthropist and novelist, to invest in efforts that lift local children and families out of poverty. The gift is the largest received in UWGG’s 98-year history.

“We are honored to have our work of ending local poverty acknowledged in such a remarkable way. This historic moment gives us encouragement to innovate further in the work that the greater Greensboro community has entrusted us to complete,” said Michelle Gethers-Clark, President and CEO, UWGG. UWGG will utilize the funds over the next three years to make innovative and transformational investments in solutions that are working together to end poverty across the entire community.

Scott has committed to giving the majority of her fortune to philanthropic causes, and UWGG’s gift is among \$4,158,500,000 she recently gifted to 384 nonprofits across the nation. In a statement released [HERE](#), Scott announced she and a team of advisors researched thousands of nonprofits before selecting those receiving gifts.

“They took a data-driven approach to identifying organizations with strong leadership teams and results, with special attention to those operating in communities facing high projected food insecurity, high measures of racial inequity, high local poverty rates, and low access to philanthropic capital. Because our research is data-driven and rigorous, our giving process can be human and soft,” said Scott.

Prior to the COVID-19 pandemic, over 57,000 people in the greater Greensboro community were living in poverty, including one out of every four children in Greensboro. The economic impacts of the pandemic are expected to trust even more local people into poverty. The federal government defines poverty as a single person earning \$12,760 or a family of four earning \$26,200 per year.

According to Gethers-Clark, being selected to receive Scott’s gift was made possible thanks to the hard work and dedication of local community members and corporations who have supported UWGG over the past 98-years.

“To be selected as one of 384 organizations across the nation is humbling and affirming. This is a moment to celebrate and double-down as a community. These dollars are going to be used to make smart investments in our community,” said Gethers-Clark, who added, “We are confident this monumental gesture will inspire others to learn about and support the work of UWGG.”

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END POVERTY: United Way of Greater Greensboro is leading a movement to END poverty. We create strategic partnerships and initiatives that are coordinated and work with children, adults, and families across the entire community. More than 57,000 people are living in poverty in the greater Greensboro area. In the City of Greensboro, one out of every four children, lives in poverty. With community support, we’re connecting people to opportunities like housing, jobs, education and healthcare. The federal government defines poverty as a family of four earning \$26,200 per year. According to local self-sufficiency standards, many four-member households need to earn around \$60,000 to meet basic needs without subsidized assistance. www.UnitedWayGSO.org. Local impact for 98 years and counting.